

LIFE



BLOUSES UNDER \$5

APRIL 24, 1950 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

REG. U. S. PAT. OFF.

CANADA, \$6.50

SPRING SHOWER OF G-E LAMP VALUES!



G-E outdoor projector floodlight, to light driveway, etc.



Best cure for bulbsnatchers! New G-E 4-lamp package, easy to buy, carry, store. Buy several, keep spares on hand.



For halls, closets, basements, porches, G-E 60-watt bulb.



G-E 150-watt bulb, for kitchen globes



DeLuxe White, G.E.'s new kind of lamp bulb gives better diffusion.



Lots of light at low cost. Use 100-watt General Electric bulbs.



G-E yellow-enamelled bulb doesn't attract bugs... for porches, lawns.



Choice of light! G-E 3-lite bulb, 100-200-300-watt.



Silvered bowl bulb for indirect lighting.

IT'S BRIGHTEN-UP TIME AGAIN

AT YOUR GENERAL ELECTRIC LAMP DEALER'S

SPRUCE-UP!
CLEAN-UP!
BRIGHTEN-UP FOR SPRING!

STOP BULBSNATCHING —
KEEP PLENTY OF SPARES ON HAND

YOU CAN'T BEAT G-E LAMPS FOR VALUE—INSIST ON

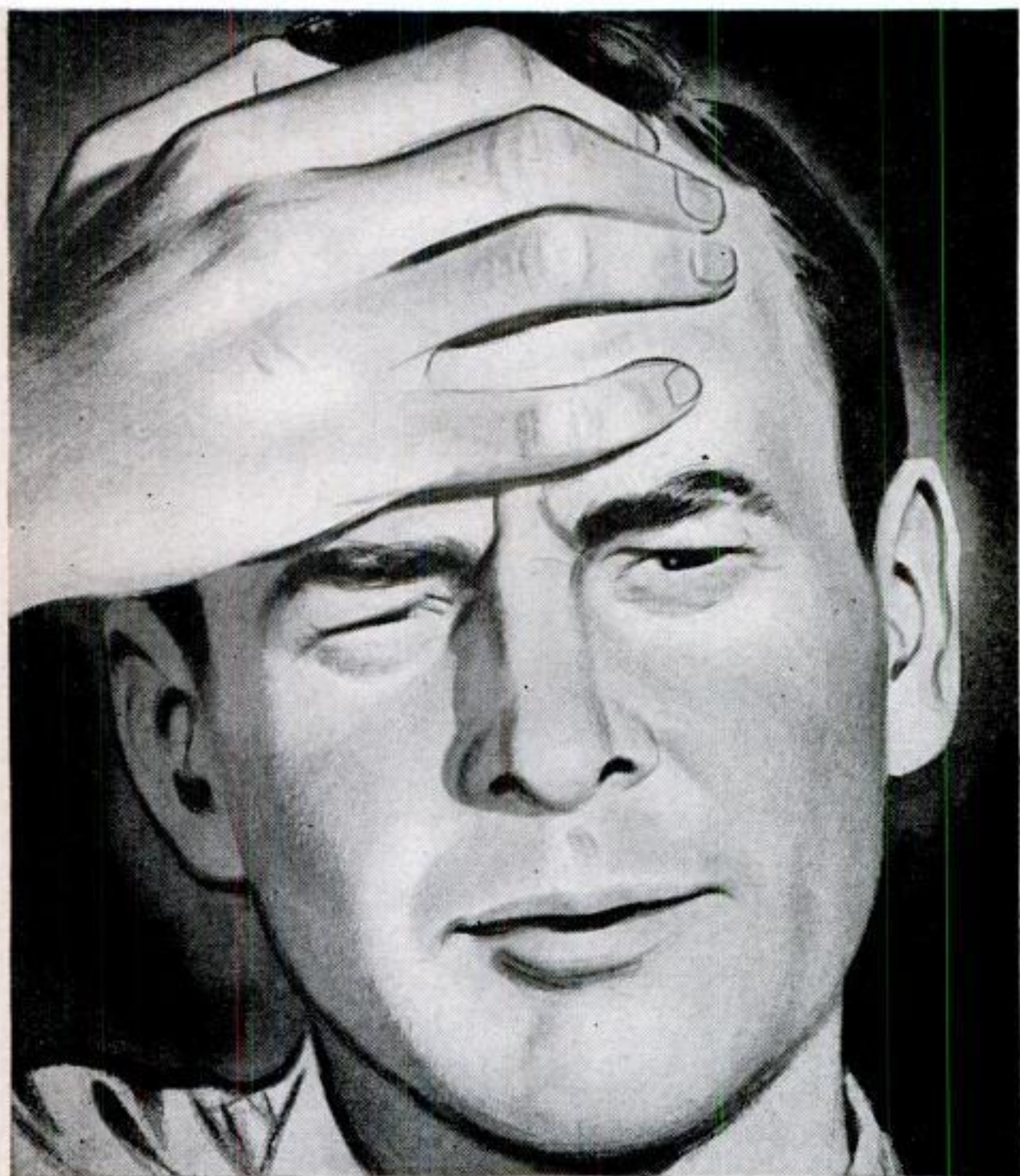


Fluorescent. Cool, efficient light. 40 watt.



You can put your confidence in—

GENERAL  ELECTRIC



Bufferin

TRADE-MARK

Acts twice as fast as aspirin!

New product for fast pain relief doesn't disagree with you!



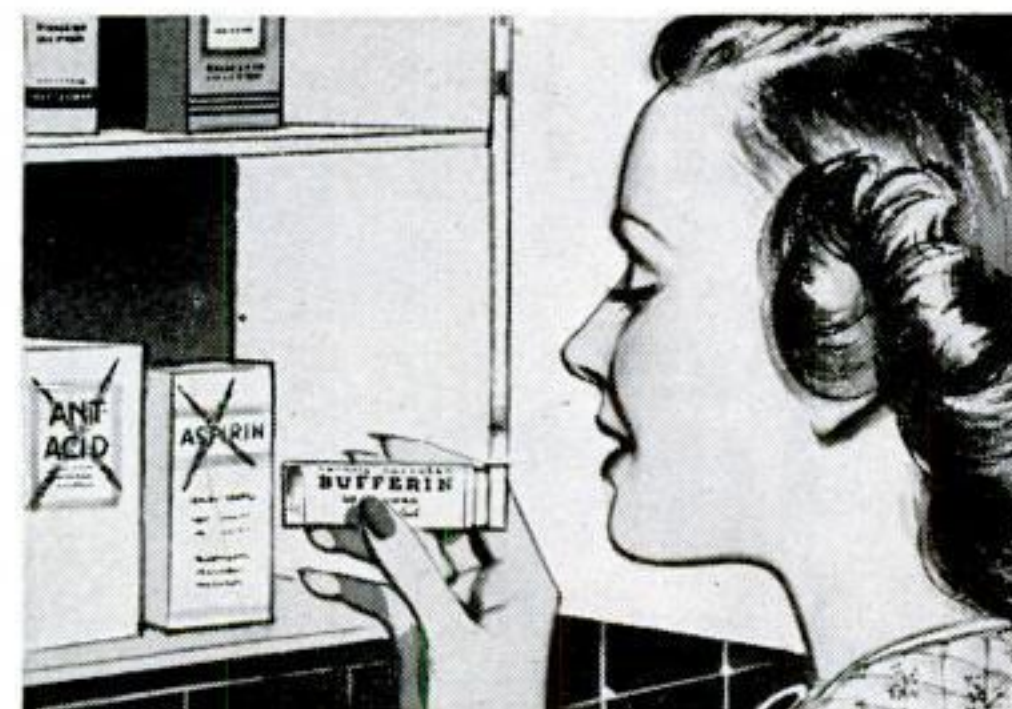
No tablet, powder or any other product that you take to relieve pain can *start relieving* it until it is absorbed into your blood stream. For only then does it go to work to give you the relief you want.

PAIN-RELIEVING INGREDIENTS IN
THE BLOOD AFTER 10 MINUTES

BUFFERIN

ASPIRIN

Clinical studies prove that people who take Bufferin have *twice as much* pain-relieving ingredients in the blood stream after 10 minutes as those who take aspirin. Bufferin acts *twice as fast* to relieve pain!



Many people take an antacid when they take aspirin. With Bufferin this is *not* necessary because Bufferin is an antacid. Bufferin actually protects your stomach from aspirin irritation.



In a recent clinical test, 200 patients—20 of whom had suffered gastric disturbances after taking aspirin—were given identical doses of Bufferin. The astonishing results: Only *one* of the 200 had even mild distress!



Ask your dentist or physician about the remarkable effectiveness of Bufferin. Get Bufferin from your druggist. In handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.

IF YOU HAVE BEEN ADVISED BY YOUR DOCTOR TO TAKE LARGE DOSES OF ASPIRIN AND YOU FIND THAT ASPIRIN CAUSES GASTRIC DISTRESS—ASK YOUR DOCTOR ABOUT BUFFERIN.

ALSO AVAILABLE IN CANADA



NOTE: BUFFERIN IS SCORED FOR EASY BREAKING WHEN HALF-DOSES ARE INDICATED

IF YOU SUFFER PAIN FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

FISHERMEN!

Be a winner in Barbasol's "Fishermen's Prize Festival" 1700 GREAT PRIZES!

It doesn't matter whether you fish with expensive tackle or a bent pin—your chances of winning are equally good. And you can enter as many times as you want! Merely write in 25 words or less what fish you like best to catch, and why. (Don't worry about literary style—it's your ideas that count!) With each entry, send along the panel bearing the words "Trade Mark" from the side of an empty Barbasol shave cream carton and specify which of the outfits listed on this page you would like to win. The best 150 entries will get whichever outfit they name. The 1550 next best entries will get marvelous equipment for the type of fishing their prize choice indicates. These prizes will be awarded according to the merit of the entry, as shown in the prize list. But don't delay! All entries must be postmarked not later than midnight, May 31, 1950. So read the simple rules now—and get your entries in the mail, today!

150 FIRST PRIZES! EACH PRIZE: Choice of one of the following complete fishing outfits

A. Bait Casting Outfit

Pflueger Acehi rod, 5 ft., tubular steel
Pflueger Supreme reel
Pflueger Nonpareil 18-lb. test line

B. Fly Casting Outfit (trout)

Montague Red Wing rod, 8½ ft., 3-section, split bamboo
Pflueger Medalist reel
Pflueger Challenge double-tapered line

C. Fly Casting Outfit (bass)

Montague Red Wing rod, 9 ft., 3-section, split bamboo
Pflueger Medalist reel
Pflueger Oriole level C line

D. Fly Casting Outfit (salmon)

Montague Gaspé rod, 9½ ft. with detachable extension grip, 3-section, split bamboo
Pflueger Medalist reel (large)
Pflueger Oriole C level line and 50 yds. Nonpareil 30-lb. test backing line

E. Spinning Outfit

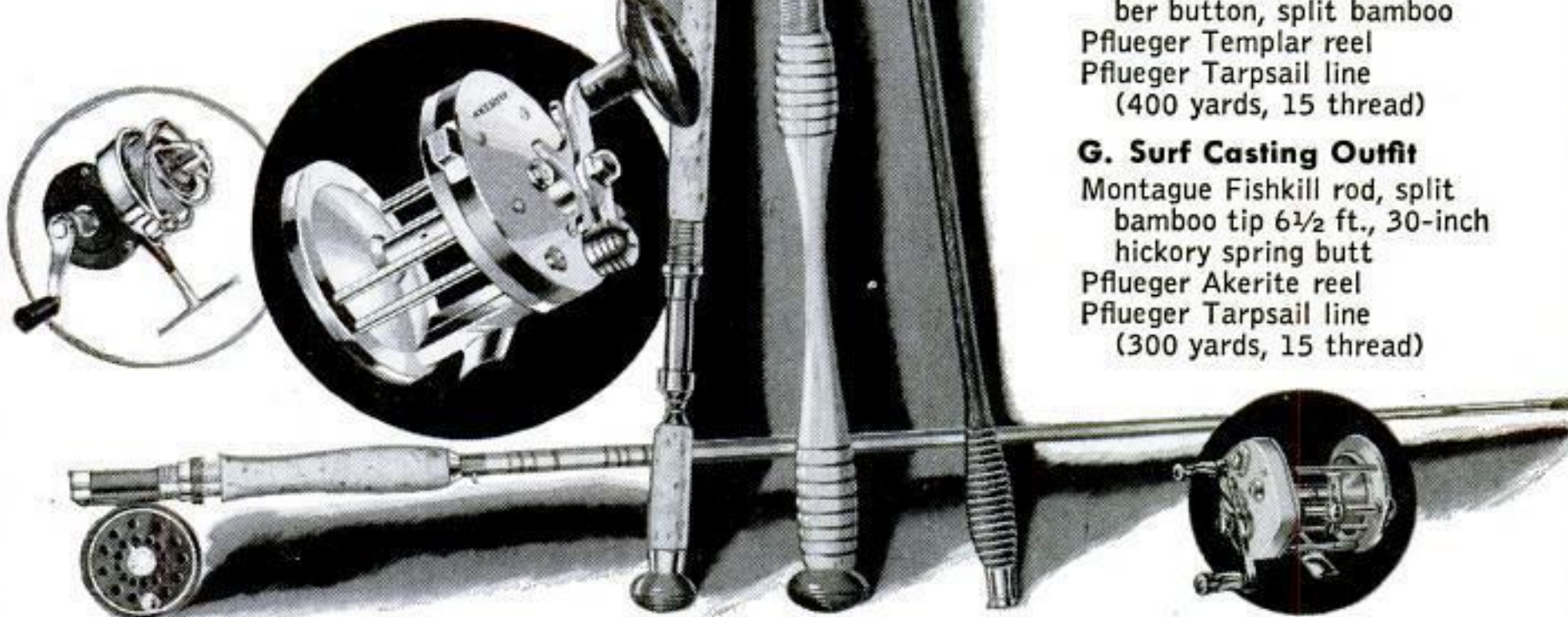
Airex Bache Brown 7-ft. spinning rod, 4 oz., 2-section, split bamboo
Airex Bache Brown Mastereel with anti-reverse lock
Airex Braided 8-lb. test line

F. Salt Water Trolling Outfit

Montague Stone Harbor rod, 5 ft., double grip with rubber button, split bamboo
Pflueger Templar reel
Pflueger Tarpsail line (400 yards, 15 thread)

G. Surf Casting Outfit

Montague Fishkill rod, split bamboo tip 6½ ft., 30-inch hickory spring butt
Pflueger Akerite reel
Pflueger Tarpsail line (300 yards, 15 thread)



PLUS! 1550 Additional prizes

100 Second Prizes — One of the following rods, each: Pflueger Acehi bait casting rod, Montague fly rod, Montague surf casting rod, Montague boat rod, Airex Bache Brown spinning rod.

100 Third Prizes — One of the following reels, each: Pflueger bait casting reel, Pflueger fly reel, Pflueger surf casting reel, Pflueger salt water trolling reel, Airex Bache Brown spinning reel.

400 Fourth Prizes — One of the following bait assortments, each: Pflueger fresh water bait casting assortment, L. L. Bean assortments of trout flies, bass bugs and flies, salmon flies or spinning baits, Pflueger surf casting bait assortment.

950 Fifth Prizes — One of the following lines, each: Pflueger bait casting, fly casting, surf casting or salt water trolling line, Airex spinning line.

Official Rules

1. Using one side only of any plain sheet of paper, complete the statement: "I like to catch (name of your favorite fish) because..." in 25 words or less. Then specify which type of fishing outfit listed on this page you would like to win. Print your name and address plainly, as well as the name and address of your BARBASOL dealer.

2. Enter as many times as you wish, but each entry must be accompanied by the panel bearing the words "Trade Mark" from the side of an empty Barbasol shave cream carton. Mail your entry to:

FISHERMEN'S PRIZE FESTIVAL
POST OFFICE BOX 143
NEW YORK 46, N. Y.

All entries must be postmarked not later than midnight, May 31, 1950 and received by June 15, 1950.

3. Ask your BARBASOL dealer to help you write your entry. Then, if you win one of the first 150 prizes, he too may win.

4. This contest is open to everyone in the continental United States except employees of The Barbasol Company, their advertising agency and their families. All entries must be written in English, must be the original work of the contestants and submitted in their own names. Statements submitted must not have previously won a prize in any other contest.

5. Entries will be judged on the basis of originality, interest and sincerity. Preliminary judging by The Reuben H. Donnelley Corporation; final winners to be selected by the panel of three fishing editors named on this page. The decision of the judges is final. Prizes will be awarded as listed on this page. In the event of ties, duplicate prizes will be awarded. All entries become the property of The Barbasol Company, and none will be returned. Only one prize will be awarded to any one family.

6. Winners will be notified by mail. For a complete list of winners, enclose a self-addressed, stamped envelope with your entry.

No brush
No lather
No rub-in

For best results:
shave with . . .



Judges of Barbasol's
"Fishermen's Prize Festival"



Al McClane, Fishing Ed.
"Field & Stream"



Jason Lucas, Angling Ed.
"Sports Afield"



Ray Bergman, Fishing Ed.
"Outdoor Life"

here come the first *Henry Rosenfeld* suits...

and they're in a cool, crisp Bur-Mil® rayon suiting

Spread the good word. Henry is now making suits. And *what* suits. Beautifully cut, tailored with fine little touches like handmade buttonholes — and all done with that twice-the-price look that's made Henry Rosenfeld a national hero. In Burlington Mills' crisp, clean-feeling, wrinkle-resistant rayon suiting that will keep you cool as a pond lily all summer long. White, beige, pink, toast, powder blue, dark green, and navy. Sizes 10 to 20.

\$25 each
at SAKS FIFTH AVE.
and other fine stores
throughout the country.



Burlington Mills
"Woven into the Life of America"

Saks Fifth Ave. will fill mail and phone orders

SAKS FIFTH AVENUE, N. Y. 22, N. Y.

Please send me _____ suits at \$25

Check style A, B, C _____ Color _____ Size _____

NAME _____

ADDRESS _____

CITY & STATE _____

☐ Charge my account ☐ Check or Money Order

Include 2% sales tax within New York City
and postage outside delivery area.

"Manhattan House" Chooses

*Here's The Future Home Of Nearly 600 Women Who Will
Never Have To Wash Or Dry Another Dish By Hand!*



● **Manhattan House**—planned and built to express a whole new idea of convenient modern living—will be ready for occupancy in October of this year. For nearly 600 families who will live here, Hotpoint Automatic Dishwashers will banish dishpan drudgery forever.



LOOK TO HOTPOINT FOR THE FINEST—FIRST!

RANGES • REFRIGERATORS

Hotpoint Dishwashers

INTRODUCING a whole new concept of truly modern living, New York's unique Manhattan House—now being built by the New York Life Insurance Company—sets exciting new highs in planned comfort and convenience. So naturally the brilliant new Hotpoint Automatic Dishwasher—greatest time and labor-saving appliance ever invented for the home—is standard equipment in this advanced apartment center!

● **This news is doubly significant** to families everywhere. It is dramatic evidence of the widespread popular demand for *automatic dishwashers* and their increasing importance in modern home planning. Also, it emphasizes that home-equipment experts consider Hotpoint dishwashers the best buy.

● **Kitchen-planned** by America's foremost specialists—modern as tomorrow—this great new Hotpoint Automatic Dishwasher gives you complete freedom from dishpan drudgery at only a few pennies a day operating cost. It double washes, double rinses and dries dishes, glasses, silver, pots and pans, *electrically!* It even cleans itself and shuts off automatically.

● **Moreover, it provides** such superior features as front-opening construction—the added efficiency of top spray—new table-top design with extra work surface and many other advancements which Hotpoint, the world leader, has engineered into this most modern and complete of all automatic dishwashers!

● **Ask your Hotpoint dealer** for a demonstration. See how easily you can enjoy the advantages of a beautiful new Hotpoint Automatic Electric Dishwasher in your home! Hotpoint Inc. (A General Electric Affiliate), 5600 West Taylor Street, Chicago 44, Illinois.



Manhattan House

Owned and Operated by
NEW YORK LIFE INSURANCE COMPANY

Equipped with Hotpoint
Automatic Dishwashers

Everybody's Pointing To

Hotpoint
Quality Appliances

This One



DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS



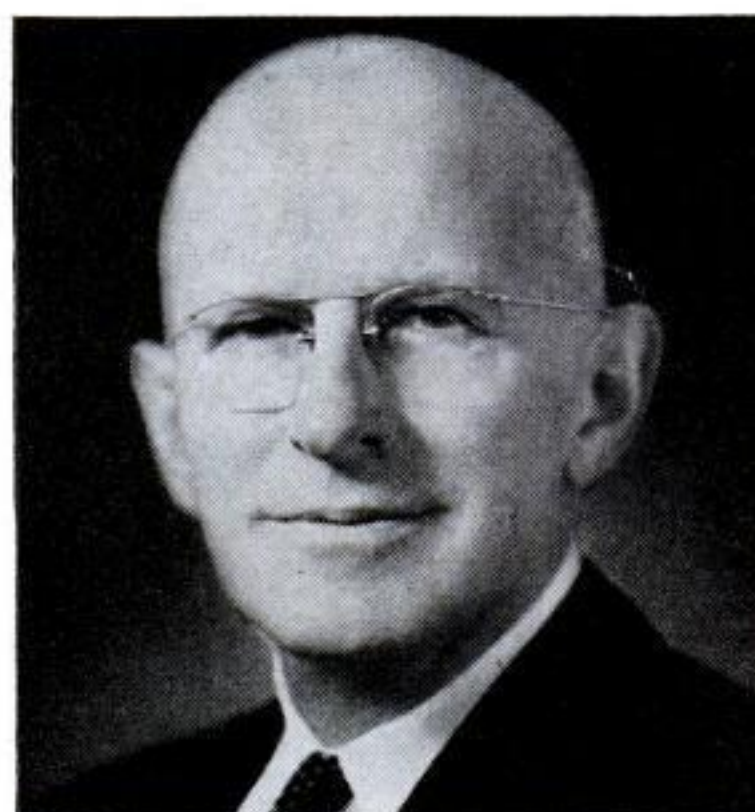
LEROY A. WILSON

President of the American Telephone and Telegraph Company. Started with the Bell System as a *traffic student* in Indianapolis in 1922.



ALLERTON F. BROOKS

President of The Southern New England Telephone Company. Started Bell System career as *engineer's assistant* in New Haven in 1911.



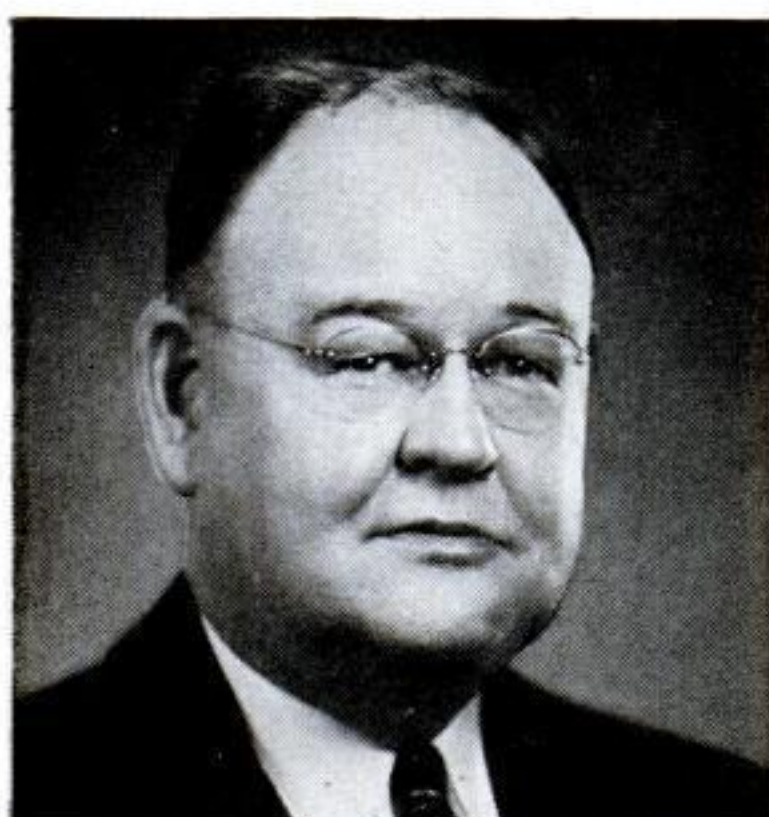
JAMES L. CRUMP

President of the Southwestern Bell Telephone Company. Started with the Bell System as a *lineman* in Winfield, Kan., in 1905.



HAL S. DUMAS

President of the Southern Bell Telephone and Telegraph Company. Started with the Bell System as a *traffic student* in Atlanta in 1911.



WILLIAM A. HUGHES

President of the New Jersey Bell Telephone Company. Started his Bell System career as a *ground man* in Kansas City, Mo., in 1917.

Up from the



GRAHAM K. McCORKLE

President of the Illinois Bell Telephone Company. Started with the Bell System as an *office boy* in Eminence, Ky., in 1902.



KEITH S. McHUGH

President of the New York Telephone Company. Started with the Bell System as a *clerk* in New York City in 1919.



EUGENE J. McNEELY

President of the Northwestern Bell Telephone Company. Started with the Bell System as a *student engineer* in St. Louis in 1922.



JAMES B. MORRISON

President of the Wisconsin Telephone Company. First Bell System job was as an *engineering assistant* in Washington, D. C., in 1925.

These are presidents of operating telephone companies of the Bell System. They all started at the bottom of the ladder.

Twelve years ago the Bell System first published an advertisement like this, except that there are now sixteen new faces in the pictures.

The Bell System is an up-from-the-ranks business and it aims to keep the opportunity for advancement open to all.

That has been true of the business for many years and nowhere is it better illustrated than in the careers of the men who



RANDOLPH EIDE
President of The Ohio Bell Telephone Company. First Bell System job was as a *special inspector* in New York City in 1911.



WILFRED D. GILLEN
President of The Bell Telephone Company of Pennsylvania. Started with the Bell System as a *clerk* in Philadelphia in 1923.



HARRY S. HANNA
President of the Indiana Bell Telephone Company. Started with the Bell System as an *engineer* in Cleveland in 1922.



JOE E. HARRELL
President of the New England Telephone and Telegraph Company. Started with the Bell System as a *clerk* in Atlanta in 1913.

Ranks



THOMAS N. LACY
President of the Michigan Bell Telephone Company. Started with the Bell System as an *installer* in Philadelphia in 1905.



H. RANDOLPH MADDOX
President of The Chesapeake & Potomac Telephone Companies. Started with Bell System as *student engineer* in Washington, D. C., in 1921.



FLOYD P. OGDEN
President of The Mountain States Telephone and Telegraph Co. Started in Bell System as *student and clerk* in Kansas City, Mo., in 1911.



MARK R. SULLIVAN
President of The Pacific Telephone and Telegraph Company. Started with the Bell System as a *clerk* in San Francisco in 1912.

now serve as presidents of Bell Telephone Companies throughout the country.

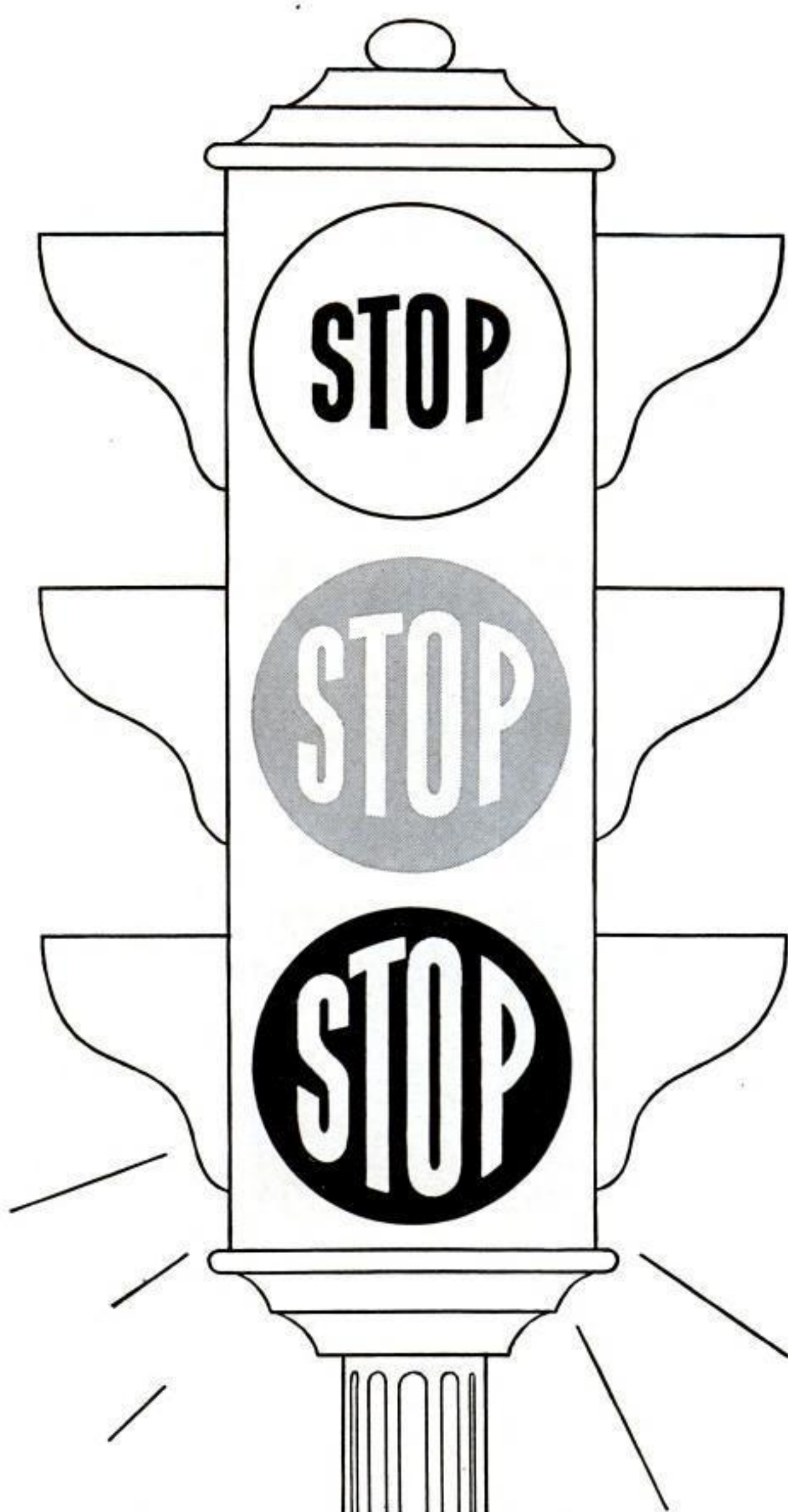
They have had wide telephone experience. Together they have put in 598 years of service, an average of 35 years each.

BELL TELEPHONE SYSTEM



PRESIDENTS OF BELL TELEPHONE COMPANIES AND THEIR FIRST JOBS

Name	Company	Date	Place of Start	First Pay	First Job
Leroy A. Wilson	Amer. Tel. & Tel. Co.	1922	Indianapolis	\$110 month	Traffic Student
Allerton F. Brooks	Southern New England Tel. Co.	1911	New Haven	\$12 week	Engineer's Assistant
James L. Crump	Southwestern Bell Tel. Co.	1905	Winfield, Kan.	\$25 month	Lineman
Hal S. Dumas	Southern Bell Tel. & Tel. Co.	1911	Atlanta	\$50 month	Traffic Student
Randolph Eide	Ohio Bell Tel. Co.	1911	New York City	\$15 week	Special Inspector
Wilfred D. Gillen	Bell Tel. Co. of Penna.	1923	Philadelphia	\$117 month	Clerk
Harry S. Hanna	Indiana Bell Tel. Co.	1922	Cleveland	\$250 month	Engineer
Joe E. Harrell	New England Tel. & Tel. Co.	1913	Atlanta	\$14 week	Clerk
William A. Hughes	New Jersey Bell Tel. Co.	1917	Kansas City, Mo.	\$60 month	Ground Man
Thomas N. Lacy	Michigan Bell Tel. Co.	1905	Philadelphia	\$10 week	Installer
H. Randolph Maddox	Chesapeake & Potomac Tel. Companies	1921	Washington, D.C.	\$30 week	Student Engineer
Graham K. McCorkle	Illinois Bell Tel. Co.	1902	Eminence, Ky.	\$20 month	Office Boy
Keith S. McHugh	New York Tel. Co.	1919	New York City	\$35 week	Clerk
Eugene J. McNeely	Northwestern Bell Tel. Co.	1922	St. Louis	\$110 month	Student Engineer
James B. Morrison	Wisconsin Tel. Co.	1925	Washington, D.C.	\$120 month	Engineering Assistant
Floyd P. Ogden	Mountain States Tel. & Tel. Co.	1911	Kansas City, Mo.	\$40 month	Student and Clerk
Mark R. Sullivan	Pacific Tel. & Tel. Co.	1912	San Francisco	\$50 month	Clerk

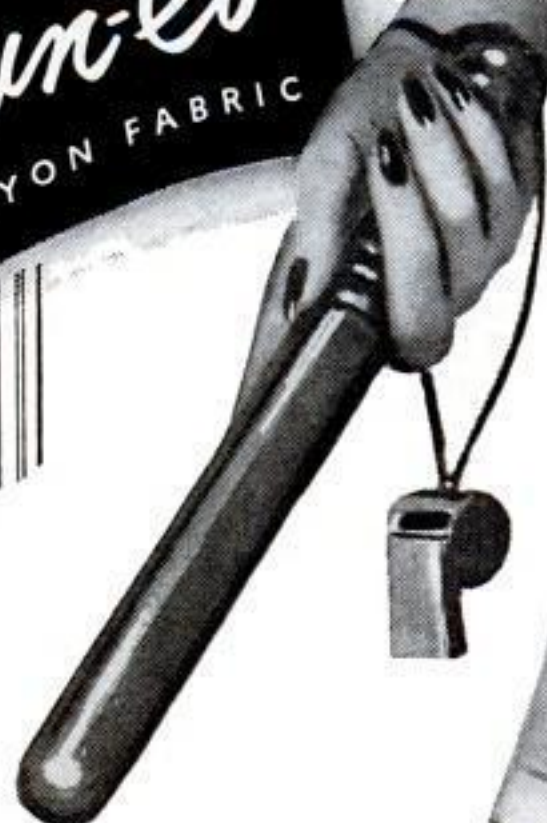


GET EXTRA VALUE

with...



*Always look for the Spun-lo label on
PANTIES • SLIPS • PETTICOATS
GOWNS • CHILDREN'S UNDIES
—it means extra value for you*



Panties...slips...gowns...
everything for underneath! Make sure
they're made of Spun-lo and you're
sure of saving plenty! It costs so
little, wears so long!
Spun-lo, the quality rayon fabric,
stretches with each move
you make—and springs right
back into shape again. Smooth...
and soft...easy to launder
and needs no ironing.



INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO • PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND ®TYRON CORD FOR TIRES

"TEST DRIVE" A '50 FORD!

SEE, HEAR AND FEEL
THE DIFFERENCE



THERE'S A



IN YOUR FUTURE WITH A FUTURE BUILT IN!

Before you buy any car, your Ford Dealer invites you to "Test Drive" the '50 Ford! "Test Drive" it for power... for comfort... for ease of handling. As for economy—the rapidly growing family of '50 Ford owners has found that this car is designed for top value in original purchase price, and top economy of operation and maintenance. And for looks—well Ford has won the Fashion Academy's Gold Medal again for 1950! See it—"Test Drive" it at your Ford Dealer's today!



"IT SHINES ON DRESS PARADE...
IT PROVES ITS METTLE IN ACTION!"



"IT'S GOT 'LET'S GO' STARTS
AND CAT'S PAW STOPS!"



"IT TAKES THE MEDAL FOR BEAUTY
AND IT'S BUILT TO LIVE OUTDOORS!"



mmm...so fresh and smooth



ah...so smooth and fresh

Youngsters prefer Peter Pan Peanut Butter



Here's Why Peter Pan stays fresher and smoother

1. Paeked fresher! Just seconds from grinder to jar. None of its delicious just-made flavor is lost!

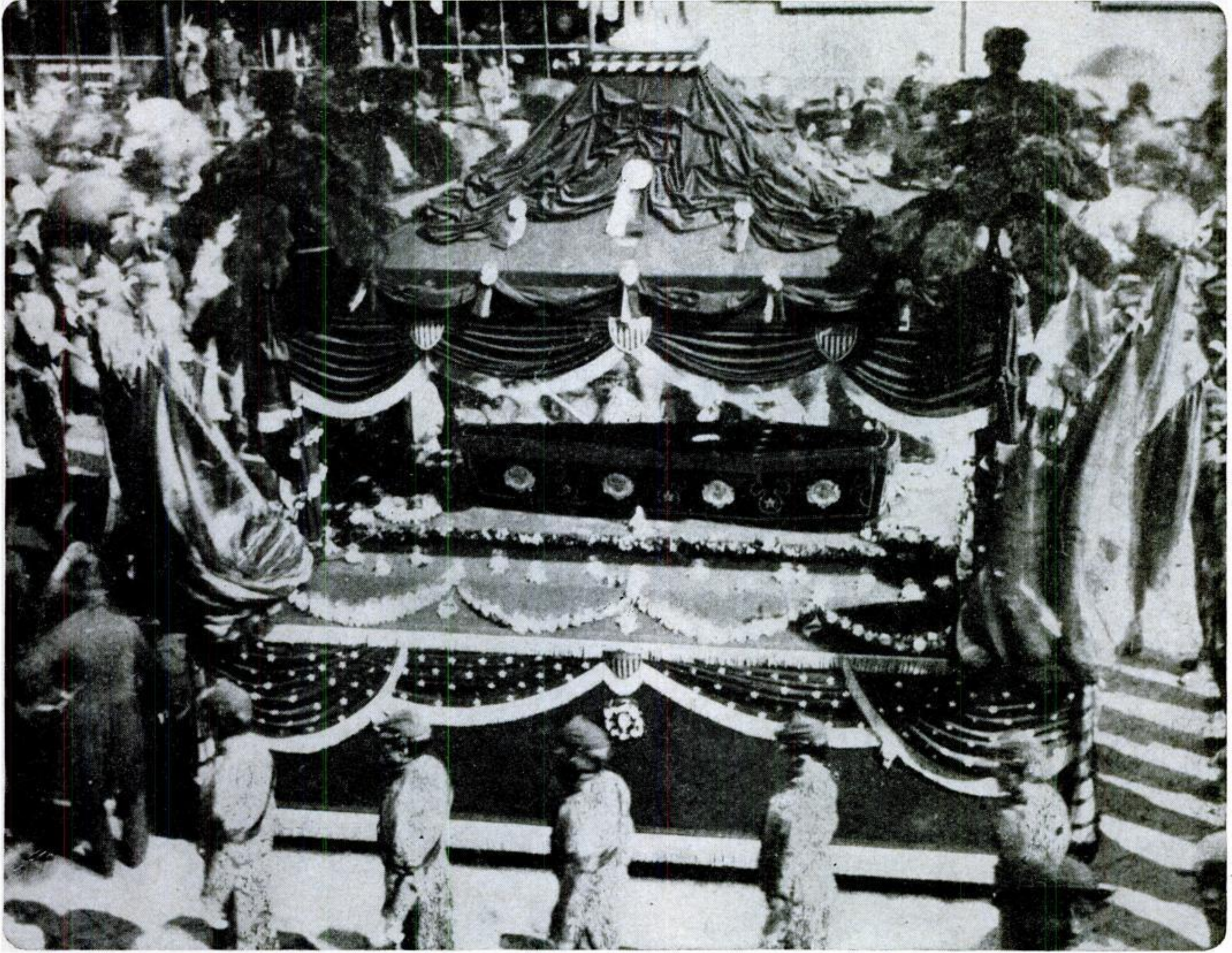
2. Fresher when you buy it! It's vacuum-sealed to keep all the fresh flavor *in*. The *only* leading peanut butter with the flavor-guarding vacuum-sealed cap.

3. Stays fresher in your pantry, after you open the jar! The oil never separates—so Peter Pan doesn't get rancid, never gets dry or lumpy. It *stays* fresh-tasting and smooth—keeps all its energy value and vitamins. No waste—it's smooth and creamy right down to the bottom of the jar!

*It's America's Favorite because
it's America's Best*

Tune in "Sky King" every other weekday at 5:30 over your ABC station

Try both kinds of delicious Peter Pan
smooth Peter Pan in the Red Top Jar ● the smoothest
peanut butter made . . . and Peter Pan Crunchy Peanut Butter
(with crisp peanut bits mixed all through)
in the Green Top Jar ● The youngsters love 'em both!



THE BLACK COFFIN rests in a funeral car in New York, surrounded by soldiers. The handles, decorative nailheads and even the canopy fringe are of silver.

Lincoln's Funeral

RARE OLD PHOTOGRAPHS RECORD THE NATION'S GREATEST GRIEF

When he died, 85 years ago this month, he was embalmed and put in a box that was six feet six in length and lined with lead. A plate on the box said ABRAHAM LINCOLN, SIXTEENTH PRESIDENT OF THE UNITED STATES, BORN FEB. 12, 1809, DIED APRIL 15, 1865. On the 18th and 19th of April he lay in the East Room of the White House. Twenty-five thousand people came to see him there on the first day. While they walked past, silent or crying, the church bells set up a sad incessant tolling, as the bells were tolling in every one of the 36 states, even those of the lately defeated Confederacy. The nation was working itself into an almighty paroxysm of grief never equaled before or since.

On the 21st, Lincoln was put aboard a funeral train of seven coaches. With him went the body of his son Willie, who had died two years before and been buried in a Washington cemetery. Slowly the

train went northward, following in reverse the route Lincoln had taken from Springfield before his first inauguration in 1861. The 1,700-mile journey was to last 14 days, the train to be seen by seven million people. In the big cities the casket would be unloaded and paraded through the streets; in the countryside, farmers standing beside their bonfires in the dark and rain would catch only a glimpse of the train as it passed. Almost every Northern home had some souvenir of him—a crape-hung picture, a badge or a garish *memento mori* (left).

Thousands of photographs were made during the journey, and thousands published. But inevitably a few were lost, forgotten, seen by only a few collectors and historians over the years. The pictures on these pages are here assembled for the first time. They are extremely rare, unfamiliar and proved to be exciting even to the greatest Lincoln scholars.





IN PHILADELPHIA funeral car passes along North 10th Street after leaving Independence Hall, where 300,000 came to see Lincoln's body.

"With the cities draped in black"

Northward the train went to Philadelphia and New York. The great cities were hung with flags, filled with signs. GOD'S NOBLEST WORK, AN HONEST MAN; OUR CHIEF HAS FALLEN. In Philadelphia an old Negress laid evergreens on the coffin, saying, "Oh, are you dead? Are you dead?" In New York a million people saw the hearse. Meanwhile Walt Whitman was turning over in his mind the lines of his greatest work, *When Lilacs Last in the Dooryard Bloom'd*:

Coffin that passes through lanes and streets,
Through day and night with the great cloud darkening the land,
With the pomp of the inloop'd flags with the cities draped in black . . .
With the waiting depot, the arriving coffin and the sombre faces . . .
The dim-lit churches and the shuddering organs . . .
With the tolling, tolling bells' perpetual clang,
Here, coffin that slowly passes, I give you my sprig of lilac.



PRIVATE GRANDSTAND was put up at 303 Broadway in New York so the customers of a photographer named Mayo could see parade. Mayo is leaning out of his top-floor studio, which held "The Beauties of America."



IN CHICAGO civic leaders wait to receive the body in front of a memorial arch at 12th Street and Michigan Avenue. The inscription on the arch read, in pompous contrast to the simple sentiments of the average man: WE HONOR

HIM DEAD WHO HONORED US WHILE LIVING, REST IN PEACE NOBLE SOUL, PATRIOT HEART, FAITHFUL TO RIGHT, A MARTYR TO JUSTICE. But still Chicago's welcome to Lincoln was more touching than that of any other big city.



IN NEW YORK, after having been ferried across from Jersey City, casket moves up Broadway toward the Hudson River Railroad depot. Flags hanging from the building at right are attached to bayonets. During the war New

York had been full of draft-dodgers who staged violent riots, but now the whole city turned out in its sorrow. People who made anti-Lincoln remarks, which might have passed unnoticed a month before, were pursued and beaten.



HIS FRIENDS wait in an endless line to go through the Statehouse in Springfield, where his body lay on May 3. They came from all the

Illinois towns and villages where in the old days he had been a familiar figure—Salem, Mattoon, Alton, Charleston, Clary's Grove, Petersburg.



HIS HOUSE, which Lincoln had sold when he went to Washington in 1861, was hung with evergreens and yards of black crape. Old Bob, the

horse Lincoln had ridden during his days as a successful lawyer on the Eighth Federal Circuit, was brought out of pasture for the funeral.

"The grave of him I love"

Up through New York State to Albany and Rochester the funeral train traveled, then turned west again along the line of the Great Lakes toward Illinois with a lonely pilot engine preceding it. At every stop huge crowds stood. The weather was bleak, as it had been at both his inaugurations, and through the rain sounded the boom of saluting guns. In each large city Lincoln's coffin was opened so that the people could look at the quiet, bearded face, pale but with a look of deep peace.

On May 3 the dead president reached Springfield, where the people had bought for \$5,300 six acres in the center of the city for a burial ground. A vault was nearly finished, but Mrs. Lincoln telegraphed that she would not let him be buried there because it was not consecrated ground. "The people are in a rage about it," noted one man, "and all the hard stories that ever were told about her are told over again. She has no friends here. . . ."

On May 4 the funeral procession went to Oak Ridge Cemetery, to a vault Mrs. Lincoln approved. On the way General "Fighting Joe" Hooker, onetime commander of the Army of the Potomac and now parade marshal, did something which might have given Lincoln a great laugh. Fighting Joe suddenly stepped out of the ranks, walked to the curb and gave a man a resounding kick in the pants. The man was a pickpocket.

At the grave a bishop read Lincoln's second inaugural address, then but two months old and with the stamp of greatness fresh upon it: "With malice toward none; with charity for all, with firmness in the right, as God gives us to see the right. . . ." And at last, as Whitman said, "the grave of him I love" received "the sweetest, wisest soul of all my days and lands."



HIS HEARSE at Springfield was an ornate carriage, topped by eight formal black plumes and drawn in the last parade by six black horses.



HIS FIRST TOMB in Oak Ridge Cemetery was photographed on the day of his funeral, with an honor guard drawn up overhead and the members of the burial committee standing before it. Later his body was moved four times

and there was one attempt to steal it—in 1876 body snatchers actually opened the stone sarcophagus but not the casket. In 1901 he was permanently buried in another grave in this cemetery and covered with tons of poured concrete.

"What's wrong with a happy ending?"



"Well, Janie... tonight boy met girl—boy married girl—and we're supposed to assume that boy and girl lived happily ever after."

"So?"

"So things don't always happen that way in real life. You've got to work for happiness... and plan for it."

"I'm all for that."

"I know you are. We both are. In fact, just today I had a talk with someone on that very subject."

"Dear, you sound as mysterious as the detective in the movie. Come on—explain."

"The 'someone' was a Mutual Life representative. He showed me what

INSURED INCOME would mean to our future security... a regular monthly check for you if anything ever happens to me—or a retirement income for us both when the time comes. Sound good to you?"

"Good!—Why Darling, that sounds like the kind of planning real happiness is built on."

* * *

Careful, individual planning—that takes into account means as well as needs—is what makes Mutual Life's Insured Income program so attractive to young family men. And Insured Income offers economy, too, because it starts with assets you already have, such as Social Security and pension benefits.

The Mutual Life Field Underwriter near you will be glad to explain how your family and you can enjoy the benefits of Insured Income.



THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 NASSAU STREET

NEW YORK 5, N. Y.

Your Social Security—WORTH \$5,000 OR \$15,000?

SEND FOR FREE BOOKLET—Learn the facts of Social Security... how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy filing envelope to keep official records you, or your wife, may need later to collect benefits without costly delay.

Yes, I would like your FREE Social Security Booklet—L-65.

NAME..... DATE OF BIRTH.....

HOME ADDRESS.....

CITY..... COUNTY.....

STATE..... OCCUPATION.....



OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

LIFE

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How feminine can you be? *This* feminine—in Van Raalte's famous nylon Sheerios—so light, so cool, so crisp, so daintily detailed—so pretty to see your pink-tipped fingers through! And we don't have to tell you how wonderfully they wash, dry in a flash and wear practically forever.

Nylon Sheerio gloves shown, \$2.50 the pair at better stores everywhere.



—and Van Raalte is famous for stockings and underthings, too



Only NUCOA

Whether YELLOW ready-to-serve

Golden richness, ready-to-enjoy!
Yellow Nucoa is delicious on bread,
on hot vegetables, in all cooking.
Remember, mothers, Nucoa is high
in energy value and vitamin A.

Sorry . . . Yellow Nucoa is
not available everywhere. If you
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has such Flavor!

or WHITE in the wonderful Measure-Pak

ONLY NUCOA HAS IT . . . the oh-so-handy Measure-Pak that makes Nucoa *easier to measure and color!* The Measure-Pak is foolproof too . . . no accidents can happen. No messy job of getting it out of the container! Less waste!

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PERFUMERS TO
H. M. QUEEN MARY.
YARDLEY, LONDON



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by YARDLEY

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

LETTERS TO THE EDITORS

OWLS

Sirs:

A couple of years ago I had better luck than Lewis Walker ("Owls," LIFE, April 3) when I tried to raise two owlets that had fallen from their nest in one of our trees.

I kept them in a market basket on our summer-house roof. During the day the parents sat in a nearby tree but ignored me completely as I fed their young raw hamburger, which they ate with great relish. Each morning, however, I would find in the basket an assortment of food (goldfish, birds' legs, worms, etc.), all provided by the doting parents during the night.

After a couple of days I had to hunt for my little owlets every morning as they had had practice flying sessions during the night. One morning at the end of a week the whole family was gone. By that time the owlets could fly well enough to get deeper into the woods away from the house. However I did get the enclosed picture before they took flight.

MARJORIE B. FOOTE

North Caldwell, N.J.



BEFORE FLIGHT

SLEEP

Sirs:

"Sleep and How to Get More of It" (LIFE, April 3) is brilliantly written, most informative.

MARTY PETERSON

Oregon, Ill.

Sirs:

Montaigne used to consider sinking into slumber such a great luxury that he had servants wake him at intervals so that he could enjoy the pleasure more often.

PRISCILLA ROBERTSON

Anchorage, Ky.

Sirs:

Here's one American that didn't use his quota of 24 sleeping pills last year.

In fact your article made me so sleepy that I had to take a cat nap before I could finish it.

BOB CONNORS

Delaware, Ohio

Sirs:

Thanks for showing how the other half sleeps. Have never been anesthetized in my life, do not drink and am generally considered anything but feeble-minded but still sleep "like a log." Very seldom make any move at all during sleep and wake up exactly as I went to sleep.

FREDERICK G. HEHR

Santa Monica, Calif.

● Chances are that Reader Hehr sleeps under a popular fallacy. He probably turns and thrashes as much as any other person, wakes up in the same position because he has found it more comfortable than others he has subconsciously tried and rejected.—ED.

CONTINUED ON NEXT PAGE

"WHOA" TO UNRULY CURVES
... NOW SHE HAS THAT

"Double-Take Look" **



"She's an eyeful!"
says Pom-Pom.
"In her Even-Pul
Nylon All-in-one".

She has that "Double-Take Look"... that "feeling"... and that "knowing" she's Figure Lovely! Thanks to EVEN-PUL's Contour Control feature. **

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** Pom-Pom Even-Pul's Poodle says:

"It's Figure Loveliness to win you those EXTRA looks of admiration."

Bras from 1.50 Girdles from 2.98 Corsets from 6.95

*PATENTED, EXCLUSIVE EVEN-PUL FEATURE

Write for FREE booklet "WHAT YOUR FIGURE DESERVES" and nearest dealer.

Even-Pul

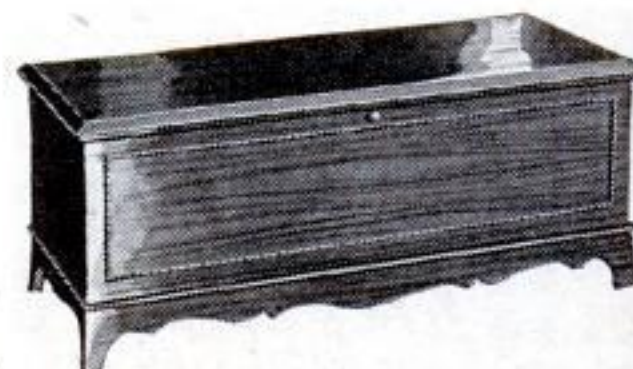
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No other gift so truly says

"I Love You Mother"

Choose This Practical Gift
for Her Day, May 14



No. 2465. Traditional design in lustrous hand-rubbed Mahogany veneers. Tray included.

\$59.95

LANE CEDAR CHEST

Remember mother with the gift she has longed for... so beautiful, so practical. Includes Moth Protection Guarantee! One garment saved from moths pays for her Lane. (The perfect gift, too, for sweetheart, wife, daughter or sister on any special occasion.)

There is a Lane for every room to harmonize with all types of furniture. For sale at furniture and department stores.

THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L33 for information, if desired.

NEW DRINK RECIPE!

Sunsweet milk shake!

IT'S HALF SUNSWEET,
HALF MILK, AND
IS IT GOOD!



MIXED OR STRAIGHT,
NOTHING KEEPS YOU
REGULAR LIKE
SUNSWEET PRUNE
JUICE! *



Served straight or 50-50 with milk,
Sunsweet's delicious—and does some-
thing for you.

It's grand for regularity. And only in
Sunsweet Prune Juice is the laxative
strength standardized.* Try it.

(It makes milk more tempting for
the youngsters, too!)

SUNSWEET PRUNE JUICE



as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune
Juice is standardized by the "C-L Process,"
which was developed and is owned by the
Duffy-Mott Company, Inc.

LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

Insomnia is not a problem to me.
At college I learned to bore myself into
slumber by reciting Latin declensions.
It still works!

Hic, haec, hoc; huius, huius, hu-...
zzZZZ.

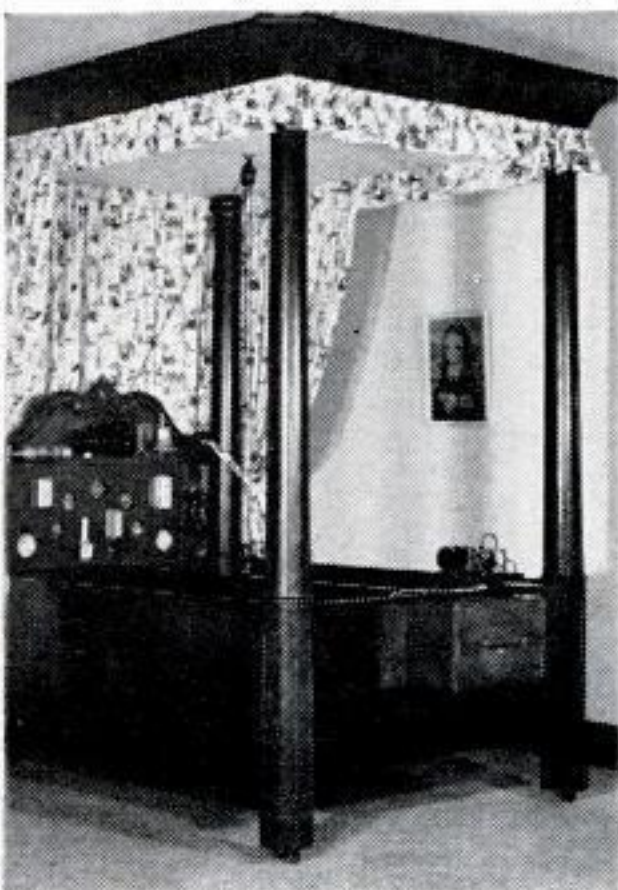
JERRY SMOTHERS

Orlando, Fla.

Sirs:

While reporting many devices used
to cure insomnia, LIFE overlooked the
new acoustical bed designed and built to
test the sleep-inducing properties of
our sheets.

The bed (below) was built with
acoustical panels for the headboard,
sideboards, footboard and bottom. It
has air conditioning, which is adjusted
by a hygrostat, a thermostat and an
aerostat on the headboard. Curtains
are perfumed from a spray nozzle in
the humidifier. If a sleeper wants to
dream of mountains, he pushes a but-
ton and smells spruce and sour mash.



For double occupancy, there is an
acoustical center board and either
occupant snores without disturbing
his bedfellow. The bed is completely
soundproof. It has headphones for in-
tercommunication, radio and televi-
sion, and has a fire extinguisher.

There was not one single case of in-
somnia due to sleeping on our sheets.
In fact, we had to give the models two
cups of coffee before they could put on
their clothes and go home.

ELLIOTT SPRINGS
President

Springs Cotton Mills
Lancaster, S.C.

SQUIRREL

Sirs:

Congratulations on one of the most
perfect pieces of zanyness I have seen
in a coon dog's age, the piano-playing
squirrel, kilted against a background
of plaid schnozzola ("No-Good Squir-
rel," LIFE, April 3).

FRED FARRIS

Washington, D.C.

Sirs:

We think that if the squirrel you
wrote about heard you say that he was
no good he would have resented the
fact. We think that the squirrel de-
serves at least a little credit. He must
have some talent if he is in the movies.
His face may be unshaved but it is not
rodentlike. Do you know that you
didn't say one nice thing about him.
How would you like it if you were a
squirrel and people called you names?

BARBARA (11) AND TOM
BROPHY (14)

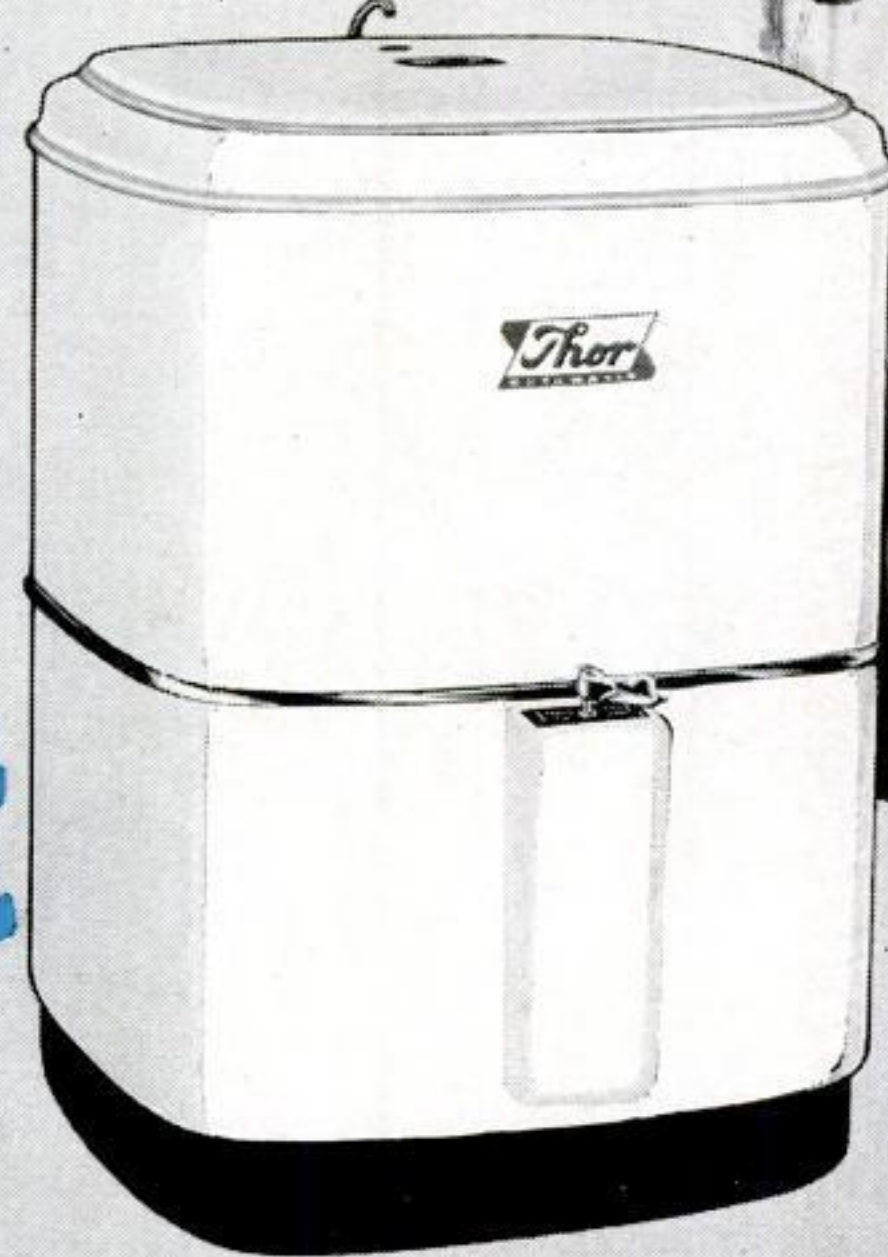
East Orange, N.J.

CONTINUED ON NEXT PAGE



THE 1950 Thor WAY!

time
your wash
the
way
you
want
it...



from suds to spin-dry
in a single porcelain tub

Wash dainty things a minute... really soiled things as long as you
want to. Washing, Rinsing, Spin-Drying all done at the flick of a switch.

THOR Agitator Washing—Gentle and fast—
gets soiled clothes really clean—world's finest
washing.

THOR Single Tub Spinner—Gets out 25%
more water than wringers—no broken buttons
or squashed clothes.

THOR Overflow Rinse—With agitator action
—world's finest rinsing.

No lifting. Your hands are never in water.

The great 1950 value
is the great 1950 THOR Automagic

No bolting down...
no plumbing instal-
lation necessary.

\$199⁵⁰

See the New 1950
THOR WAY DEMONSTRATION
of Better Washing at Your Dealer's

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A CHORUS OF PRAISE



Because most spark plug troubles are insulator troubles, thousands of car, truck and tractor owners are loud in their praise of **CORALOX**.

CORALOX is AC's patented Insulator, from 3 to 10 times better than previous insulators. It is 3 times stronger—has 4 times greater heat conductivity—has 10 times the insulating value at high engine temperatures.

Consequently, AC now offers you a better spark plug—with wider Heat Range—greater freedom from fouling and oxide coating—surer firing under all operating conditions.

Use AC's in your car, truck or tractor engine—and you, too, will be loud in your praise of **CORALOX**.



LETTERS TO THE EDITORS

CONTINUED

SIRS:

JUST BOUGHT A COPY OF LIFE IN WHICH YOU SHOW THE PICTURE OF AN ACTOR, A PIANO AND A SQUIRREL. I KNOW THE NAME OF THE SQUIRREL. I KNOW THE NAME OF THE PIANO. WON'T YOU PLEASE PUBLISH THE NAME OF THE ACTOR TO RELIEVE MY CURIOSITY AS HE HAS SUCH A KIND FACE.

JIMMY DURANTE

BEVERLY HILLS, CALIF.



KIND-FACED MAN

JUSTICE

Sirs:

A Negro gets justice in a Southern court of law ("Mississippi Justice," LIFE, April 3). Wonderful! But when a Constitutional right is protected so seldom that it becomes national news, it is not surprising that countries like Russia laugh in our democratic faces.

CELESTINE CALDWELL

Sells, Ariz.

Sirs:

A word of appreciation from a Mississippian for LIFE's treatment of the Turner trial. This sort of quiet publicity will do more for the improvement of race relations in the South than any other approach.

The more people in both sections who realize that the South is not a land of complete racial injustice and that the North is not one of complete racial equality, the more it is recognized that we have a single, nationwide problem, the more ready the South will become to realize that each issue is not a fight for life.

GEORGE W. GRACE

Port Washington, N.Y.

BLACK PALACE

Sirs:

Knifer Laureano Garcia, the toughest man in "The Black Palace" (LIFE, April 3), looks like Gregory Peck.

BENEDICT HURYSZ

Rochester, N.Y.



GARCIA

GREGORY

THE CASBAH

Sirs:

What manner of people are these that pay a fortune to gaze on poverty and deprivation and then not have stomach enough to view more than a microscopic portion of the same ("U.S. Luxury Cruise Hits the Casbah," LIFE, April 3)?

One woman said, "Well, I've always

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too much
oil?

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to
PENNZOIL

SOUND
YOUR

Z

If you suspect you've been using too much oil, Spring is the time to find out. Switch to Pennzoil, the 100% Pennsylvania oil that lasts longer, grade for grade.

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Member Penn. Grade Crude Oil Assn., Permit No. 2

TOUGH-FILM PENNZOIL® MOTOR OIL & LUBRICANTS
AT BETTER DEALERS... COAST TO COAST

CONTINUED ON PAGE 25

"Take it Easy" Breakfasts

Quickest, cheerfulest treat of the morning is Kellogg's Corn Flakes with bananas. And a splendid *main dish!* ... for those sweet flakes of nourishing corn give whole-kernel richness in valuable iron, thiamine and niacin. With milk and fruit, fine nourishment!

"Wake up, teenagers!" says Betty Betz, columnist to young Americans, "Skipping breakfast can sink you low. Know a breakfast dish that really can send you? Kellogg's Corn Flakes! It's swell for the morning push!"



Hamburger hint, from Mrs. Regina Frisbie—Home Economics Head at Kellogg's—and mother of 3 small hamburger fans. "Just crush 2 cups Kellogg's Corn Flakes. Combine with 1 lb. ground beef, ½ cup milk, 1½ tsp. salt, ½ tsp. pepper. Shape into 6 patties and panbroil. The Corn Flakes give flavor-lift... help the meat provide more nourishing servings!"

Handy? Yes, indeedy! Your Kellogg's Corn Flakes now come in a Handi-Pak ... 8 generous packages in one cellophane wrap!

Travelers feel at home! J. T. Mullin, dining car steward of the famous Wolverine, crack N. Y. Central train, says, "I see them all, from big shots to little tots, eating their Kellogg's Corn Flakes, which taste just like home. Even the fussiest can't fuss, because Kellogg's come so good and fresh!"



Without coaxing or tears! "Getting little Manon and Chip to eat a good breakfast is a game, now they can pick from Kellogg's VARIETY," writes Mrs. William L. Brenner of Jacksonville, Florida. Yes, 10 choices—7 cereal-favorites in VARIETY. Whichever you choose, you just can't lose!

"Loveliest silverware pattern I've ever seen is Kellogg's 'Signature'—I'm very, very pleased!" writes Mrs. Douglas O. Whitaker of Montebello, Cal. Imagine! you receive 4 lovely silver-plate teaspoons—each with *your* script initial—for only 75¢ with the white-star end from Kellogg's VARIETY. Package tells you how to get a beautiful set.



OH, WHAT A BEAUTIFUL BREAKFAST...

Kellogg's Corn Flakes for grand flavor and main dish nourishment.



Now Mom's changed to **VARIETY**
I'm Johnny on the spot!
It's swell to pick from favorites
And boy! I eat a lot!

10-box choice,
7 cereal favorites

Kellogg's
Mother Knows Best!



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Work Together

ON THE WORLD'S GREATEST TEAM !

College Trained Men . . .

If you are single, between the ages of 20 and 26½, with at least two years of college and have high physical and moral qualifications, you may be accepted for Aviation Cadet training as either Pilot or Navigator. Upon completion of one year of training you receive a reserve commission as an officer in the U. S. Air Force, and begin a three year tour of active duty.

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If you are between the ages of 17 and 34, single, with high physical and moral qualifications, you may be accepted for special technical training in aviation, radar, electronics, or any one of 42 Airmen Career fields. The Air Force today offers every Airman full opportunity for steady advancement in a rewarding lifetime career.



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WHATEVER POSITION YOU QUALIFY FOR ON THIS TEAM,
THERE'S A CAREER FOR YOU IN THE U. S. AIR FORCE

Whether your educational background and natural aptitudes fit you for flight training, or for special skilled technical work in any of the challenging new career fields that are open to you in today's Air Force, you owe it to yourself to investigate your opportunities. As Officer or Airman, as pilot, navigator, air crew member, or ground crew

technician—when you're in the Air Force you're on a team whose watchword is *success*. Get full details on the Aviation Cadet, Officer Candidate, and Airmen Career programs at your nearest U. S. Air Force Base or Recruiting Station today. Get on the team!

U. S. AIR FORCE



Both Officers and Airmen receive the world's finest aviation training free and receive full pay and allowances while attending U. S. Air Force training schools.



Officers and Airmen progress according to their special aptitudes. Airmen also have the opportunity to qualify for Officer Candidate School or Aviation Cadet training.

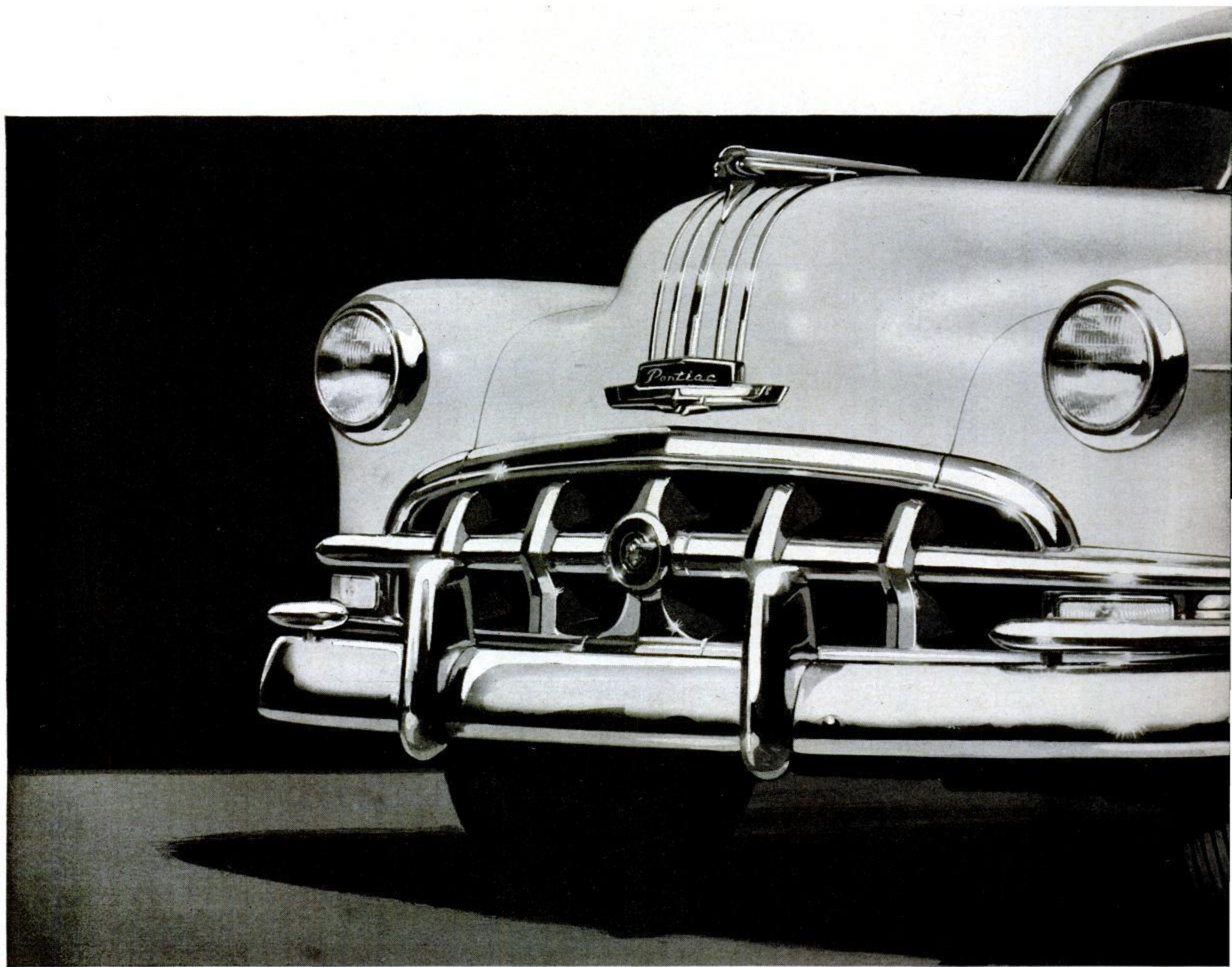


Officers and Airmen have ample free time for sports and recreation. They enjoy the friendship of men with similar interests, have 30 days of paid vacation each year.



Each promotion and advancement brings a substantial increase in pay. Opportunities for both Officers and Airmen are greater than ever in the U. S. Air Force today.

Dollar for Dollar—
you can't beat a
PONTIAC!



America's
Lowest-Priced Straight Eight

Lowest-Priced Car
with GM Hydra-Matic Drive
Optional on all models at extra cost.

Thrilling, Power-Packed Performance—
Choice of Six or Eight

World Renowned Road Record
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Only Car in the World with
Silver Streak Styling

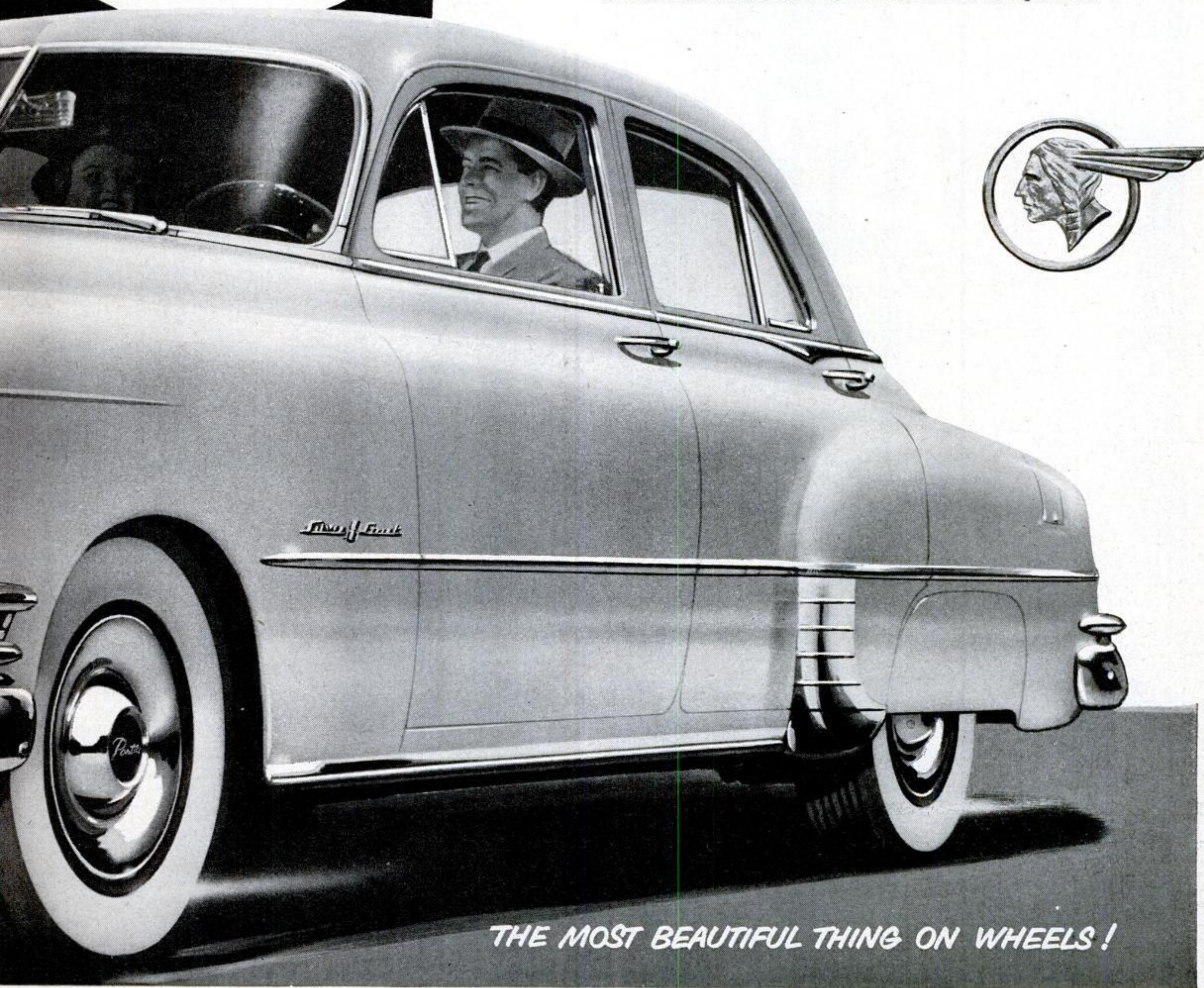
Right *Here* is the Buy of the Year!

Thousands upon thousands of new car buyers have taken one look at the wonderful new Pontiac and resolved to look no further—this is it!

And why not? Pontiac—in addition to its low price tag—offers a unique combination of distinctive beauty, luxurious appointments, superb performance from straight eight or six, plus Pontiac's renowned record for carefree dependability.

If you can afford *any* new car, you can easily afford a wonderful new 1950 Pontiac—dollar for dollar, it just can't be beat! Your nearest Pontiac dealer will give you all the details.

Pontiac Motor Division of General Motors Corporation



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Super Valspar Varnish... the beauty finish of countless uses... furniture, floors, woodwork!

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THIS COUPON IS WORTH 25c TO YOU!

SPECIAL SPRING OFFER!

Prove to yourself that Valspar Paints and Varnishes are the world's finest. Take this coupon to your nearest Paint or Hardware dealer. He will sell you any Valspar product at regular price... less 25c!

Mr. Dealer: This coupon entitles bearer to 25c credit on purchase of any Valspar Product. Return coupon to us for your refund:

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Customer's address.....

City..... Zone..... State.....

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Valentine & Company, Inc. New York, N. Y.

LETTERS TO THE EDITORS

CONTINUED

was also granted a stay of execution last week. His electrocution, scheduled for April 14, was postponed when the West Virginia Supreme Court voted four to one to review his case, probably next fall. When the news was broken to Burdette, he said, "It was the power of God." His fellow prisoners cheered.—ED.

DUTCH PRINCESSES

Sirs:

As a Dutch ex-reporter of one of the largest newspapers in Holland, *Het Parool*, I frequently covered events at the royal court. Your story, "Princesses at Work" (LIFE, April 3), is the kind I always wanted to write but never did.

I remember how often I had to battle with royal authorities to get permission for inside stories and pictures (mostly in vain), and besides this, Dutch newspaper reporters respect a certain code on stories concerning the royal family.

You can imagine how mighty jealous I was, reading LIFE's story on the Oranges.

H. MARTIN AMBERG

Detroit, Mich.

OLD FOLK

Sirs:

Here is another hale and hearty old person ("LIFE Congratulates," LIFE, April 3). Born in Pennsylvania in 1849, she began teaching school at 14. She married a newspaper editor, moved to North Dakota. With a pistol she defended her home and children against drunken marauders. She became principal of a high school, sent her children to college, and buried her husband on a 40-below-zero day in North Dakota. At 81 she went to Europe. Last December she was 100, and friends and felicitations came from as far as Scotland. She recites poetry from her large store, recalls the past, and lives in the present. She is my mother.

THE REV. STANLEY S. KILBOURNE
Port Chester, N.Y.



JOSEPHINE KILBOURNE

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An amateur golfer named Lee



Used to wriggle and writhe on the tee



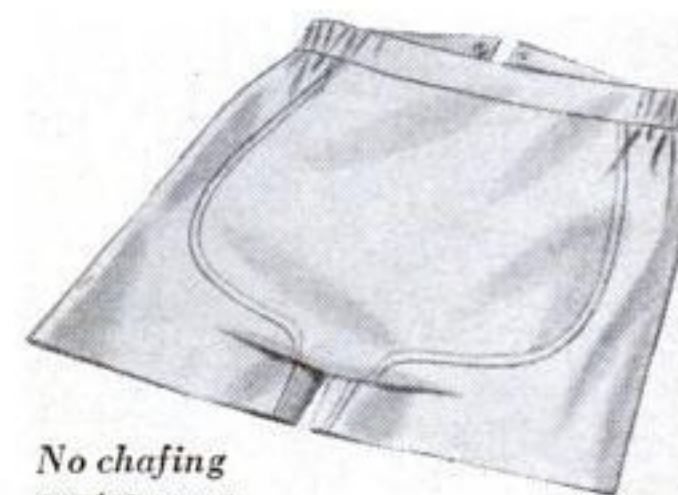
'Til the Pro said, "My friend,



You will find in the end



Arrow shorts are decidedly free!"



No chafing center seam

Five models: all-elastic waistband... elastic waistband with Gripper fasteners... elastic or tie sides... adjustable back. Sanforized-labeled. Gripper fasteners. By the makers of Arrow Shirts, Ties, Sports Shirts, Handkerchiefs.

ARROW SHORTS

\$1.25 \$1.50 \$1.65 • Arrow Undershirts, 85¢ up

Only **Duff's Devil's Food Mix** Can Make a Prize Cake Like This!



Another Famous
Duff's
Prize Winner

★ Evener in texture, more tender and velvety than time-taking home recipes!

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the Dixie Weave® tropical.
Pattern shown is the
popular two-by-two check . . .
there are many others.*

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but there is only one Dixie Weave®.
The true Dixie Weave®—exclusive with
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Wool is porous. It allows the body to breathe.
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in any weather, in any climate.
Wool is an insulator. It keeps you comfortable
on the hottest days and yet provides
ample protection for a cool evening.



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LIFE'S COVER

The black and white shirt on this week's cover is an example of the U.S. blouse industry's ability to turn out high fashion for less than \$5 (for other examples see pages 75 to 78). A 1950 edition of the "Riviera" shirt imported from Capri, it has this season's short-cuffed sleeves, a bigger collar, costs \$4.95 (Reid and Reid). The girl wearing it is Model Maggi McNamara, 21, who last appeared on LIFE's cover of March 27, 1948, carrying a "basket bag." She got some movie offers but decided she needed to learn how to act first; is now studying drama.

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scalp feels better...
when you check Dry Scalp*



IT'S SOUND ADVICE for you, too! A few drops of 'Vaseline' Hair Tonic a day keep your hair and scalp in fine condition. Checks loose dandruff and other signs of Dry Scalp. Makes a grand difference in the good looks of your hair. Contains no alcohol or other drying ingredients. It's double care for scalp and hair, and it's economical, too!

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This comes from knowing you're traveling Pullman—the *safest* way there is to get places fast.

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It's almost impossible to be lonely when you go Pullman. In the friendly Pullman lounge car you meet people you often keep as friends.

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You eat when you want to, select the meal to suit yourself from a complete menu of freshly-prepared fish, meats and vegetables, in the railroad dining car.

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Big, comfortable beds; clean, crisp linens; plenty of blankets—Pullman furnishes everything but the pleasant dreams.

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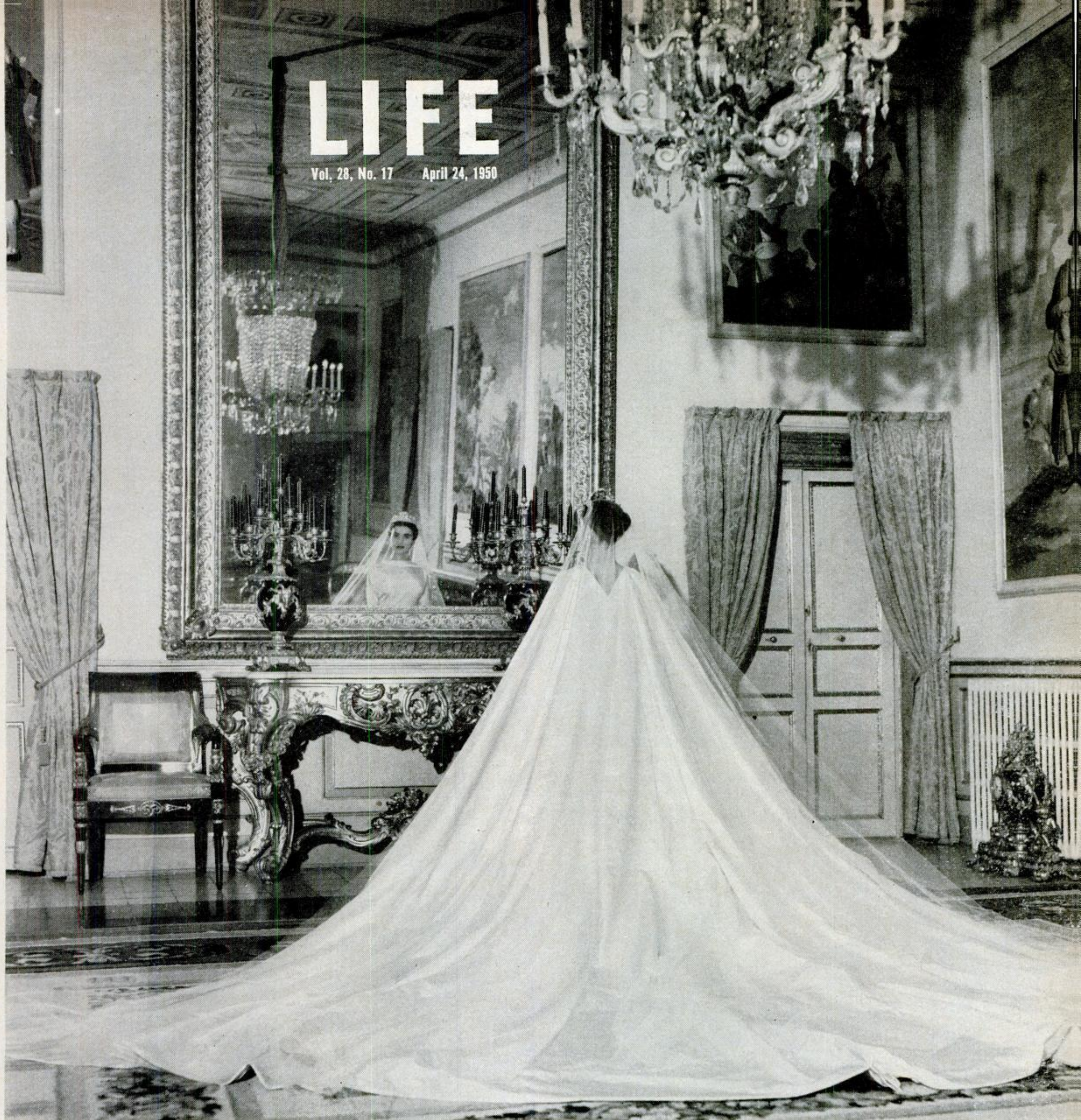
No other form of transportation considers your complete comfort so completely. No other kind of ticket gives you so much for your travel dollar.

Go Pullman

COMFORTABLE, DEPENDABLE, AND—ABOVE ALL—SAFE!

LIFE

Vol. 28, No. 17 April 24, 1950



BEFORE A MIRROR IN FRANCO'S EL PARDO PALACE, CARMENCITA TRIES ON FAILLE WEDDING GOWN WHICH HAD TRAIN FIVE YARDS LONG AND FOUR YARDS WIDE

FRANCO'S DAUGHTER BECOMES A BRIDE

Like many a less authoritative father, Spain's Francisco Franco found it hard to give up his much-beloved daughter and only child, Carmencita. His reluctance was not diminished when Carmencita two years ago inconveniently fell in love with a low-ranking army surgeon, a member of Spain's lesser aristocracy. But El Caudillo, who seldom loses an argument, finally lost this one. On Monday, April 10, 23-year-old María del Carmen Franco y Polo married Don Cristóbal Martínez Bordiu Ortega

y Bascarán, 28, 10th Marquis of Villaverde and lieutenant in the Spanish army medical corps.

The wedding, a quiet one by Spanish grandee standards, was attended by some 800 guests but only one grandee, a relative of the groom. Carmencita was gowned in a spectacular creation by Balenciaga (*above*) and was appropriately radiant. The groom, wearing an ornate and unfamiliar uniform (*next page*), was traditionally nervous. The ancient marriage liturgy, said in the Royal Chapel

at Franco's El Pardo palace outside Madrid, included the solemn injunction: "You, as a wife, must stay subject to your husband . . . and you must be like a closed flower garden." Carmencita said she would. After the ceremony the party returned to the palace for a luxurious banquet and a garden reception. A number of photographers were present, and their pictures on the following pages provide a rare look into the "court life" of Franco Spain—and into the emotions of Spain's Franco.



▲ **FATHER AND DAUGHTER** descend El Pardo staircase on their way to the Royal Chapel as members of Franco's colorful Moorish Guard, stationed at intervals along the tapestry-covered walls, present lances. A pair of flunkies carry the bride's train.

▼ **MOTHER AND SON**, the Countess of Argillo and the bridegroom, Don Cristóbal, follow Franco and Carmencita. Behind them are the bride's mother and groom's father. Stooping flunkies in the foreground are spreading the bride's wedding train.





▲ **THE BRIDE-TO-BE**, still on her father's arm and with her long train sweeping the carpeted walk, passes wedding guests lined up before arch hung with precious 17th Century tapestry. The bridegroom, carrying his plumed hat, is at the right.

▼ **BRIDE AND GROOM** return through same arch after ceremony. Don Cristóbal wears the uniform of a Knight of the Order of the Holy Sepulcher of Jerusalem. He was invested in the order a few days earlier so he would not have to wear army khaki.





HAPPY BODYGUARD, Miguel, police inspector who has kept eye on Carmencita for the last six years, completed assignment at wedding, told groom, "Now, you take over."



HAPPY BRIDEGROOM dances with Carmencita on floor built over swimming pool. He is a lung specialist who courted Carmencita while serving with army unit at palace.

AT RECEPTION CARMENCITA DANCES AND BIDS HER BODYGUARD GOODBYE

When the wedding procession left the Royal Chapel on its way back to the palace, El Caudillo looked very close to tears (*opposite page*). Nevertheless he put on a good party for his determined daughter and her handsome groom. The 800 wedding guests, half of whom couldn't get into the chapel to see the ritual, banqueted in El Pardo's main ballroom on salmon of Bidassoa and capon. After the banquet Carmencita tore up her large bouquet and gave orange blossoms

to her best girl friends. Then she and Don Cristóbal moved out to the garden to greet 700 additional guests, to dance and to bid a fond farewell to her long-time bodyguard, who didn't have a dress suit but came anyway (*above*). Before long the bridal couple slipped away to El Caudillo's hunting lodge to begin their honeymoon. Francisco Franco, still a trifle dewy-eyed but resplendent in his uniform of a captain-general of the Spanish navy, was left to carry on.



PATERNAL PAT is given Carmencita after the ceremony, and she returns it in kind as bridegroom looks on.



SMALL TALK helps divert Franco as party progresses. With him here is exiled White Russian Princess Leonia.



WEARY SMILE is offered by El Caudillo as he chats with Señora Bilbao, wife of Spanish parliament president.



OUTSIDE CHAPEL AFTER CEREMONY, FRANCO BITES LIP
AS HE AND WIFE LOOK WISTFULLY AT BRIDAL COUPLE

THE BOOM GOES ON

LIVING BETTER THAN EVER, THE U.S. MUST NOW LEARN HOW TO LIVE

WHERE IS THE GREATNESS?

Ponder these words:

"It is for the President [of the U.S.] to reassert his historic role as both the initiator of policy and the awakener of public opinion. It is true that only a strong, wise and shrewd President can marshal to the support of wise policies the strength and wisdom latent in that slumbering giant—American public opinion. Yet while it is true that great men have rarely been elected President of the United States, it is upon that greatness, which is the greatness of its people personified, that the United States, from Washington to Franklin D. Roosevelt, has had to rely in the conduct of its foreign affairs. It is upon that greatness that Western Civilization must rely for its survival."

These words are "nonpolitical." They occur in an article on the conduct of U.S. foreign policy written by Hans Morgenthau, professor of political science at the University of Chicago, for the British quarterly *Parliamentary Affairs*. They deserve the attention of President Harry S. Truman.

TELEMOPPET

Last week a suburban New York matron paused on her way to a social engagement to say goodbye to her children. A daughter, aged 7, was obviously impressed by the neckline of her mother's dress. "Gee," she asked her brothers in wide-eyed wonder, "is Mommy going to be on TELEVISION?"

Two years ago, four years ago, the U.S. was hip-deep in a postwar boom—and the news today is that it is still smack in the middle of the same boom. The darned thing goes on and on and on. Mr. Sewell Avery of Montgomery Ward has been predicting the worst for years, but it is the hopeful General Robert Wood of Sears, Roebuck who has made the money. Even that incredible Mr. Faint Heart of the long boom period, the stock market, has at last decided that valor may be the better part of discretion. With high boom dividends going on and on and on, market valuations of stocks have finally returned to the originally hopeful ground of 1946, even pushing through in certain key "industrials" to the highest averages since 1930.

Even with its new high, the stock market still has a long way to go before it can pose as an accurate register of the actual physical goods-and-services boom, which has been particularly terrific for the first quarter of 1950. As the President's economic advisers have recently pointed out, the country has been on the upsurge in practically everything. Personal incomes, swelled by the veterans' insurance refunds, have been at a new peak. People have been buying furniture, refrigerators, television sets at a pace never set before. The home building rate this year has hit an all-time high; a grand total of a million or more homes are scheduled for 1950. The steel production rate hums along at 97% of capacity. In Detroit they are busier than ever: nearly 2 million motor vehicles rolled off the production lines during the year's first quarter, and this despite the crippling Chrysler strike. The boom has developed such a solid impact on all fronts that both the Federal Reserve Board and Secretary of Commerce Charles Sawyer see it rolling at least until 1951.

The conventional editorial response to all this would be to let the story carry itself—or at most to observe, truly and tritely, that all booms end sometime. You don't look a gift horse in the mouth, and you don't usually ask "so what?" of prosperity. Nevertheless we can think of at least three points that ought to be raised, and we herewith raise them.

Most paradoxical of the points is that the boom, big as it has been, just hasn't been big enough. It has been big in production, big in consumption and big in earnings in relation to market valuations of stock. But with population rising, with 4 million currently unemployed, with 1.7 million job-seeking college and high school graduates coming on the labor market this year, and with business efficiency increasing (meaning that fewer workers are needed to do a given job), new enterprises just aren't being born fast enough to soak up the available manpower. An approach to the \$300 billion economy is a must if the boom is to go on. But the \$300 billion economy won't come into being unless Washington makes it more rewarding for a man to risk his capital. As we have said before, one way to stimulate

the creation of the necessary new enterprises would be to end the present short-sighted practice of taxing dividends twice.

Our second point has to do with the relation of the internal American boom to the opinion of the rest of the world. People of other nations have doubted that the U.S. has the intellectual and moral power to sustain its part internationally. They have also been looking for a big physical bust in the U.S. for a long time now. But the boom, which is one of solidly built Oldsmobiles and Budd trains and Allis-Chalmers tractors and Frigidaires and Zenith television sets and Westinghouse generators, multiplied endlessly for five solid years, should be sufficiently tangible to convince anybody from Batavia to Zeebrugge that the U.S. has the sheer physical vitality to stay the course in the push to a better world community. As a matter of fact, some of the dividends earned on U.S. home production must push for investment outside the country—which means that Mr. Truman's Point Four program is physically there for any nation to take advantage of the moment it makes conditions attractive to U.S. investors. Even if the U.S. lacks something in foreign policy brains, the U.S. boom is for export to any country that cares to use brains on its own.

The third point which interests us centers on the relation of means to ends. Americans in recent years have had fewer worries than other people about making a living. But do they know how to live? Or what to live for? These are still big questions, and they obviously haven't been answered. In many ways the U.S. people are a morally restless and unsatisfied lot.

They are, however, learning something, and their behavior during the boom shows it. Making all allowance for the different circumstances of today, the negative fact that the postwar boom has not been accompanied by the suicidal stock market splash of 1929 is some indication that Americans are a wiser and steadier people now than they were then. Other things about the boom atmosphere are heartening. No one has collated the statistics relating to such diverse things as the increase in churchgoing, the sale of china-painting sets at the 15¢ stores, the growth of art museums and local symphony orchestras, the number of people reading the Great Books, the popularity of garden clubs, the upgrading of the type of lecturer heard at Rotary luncheons, and so on. But if someone were to do this necessary statistical investigation, it just might prove that the U.S. citizen is learning what prosperity is for. He is at least beginning to learn that prosperity, once the primary needs of life are cared for, is only good as underpinning for the good life.

In 1929 the U.S. valued prosperity as an end and it disappeared. Are the American people really coming to value prosperity as a means to the larger good? We hope so, and we propose a toast: "Here's to prosperity—and here's to keeping it in its place!"



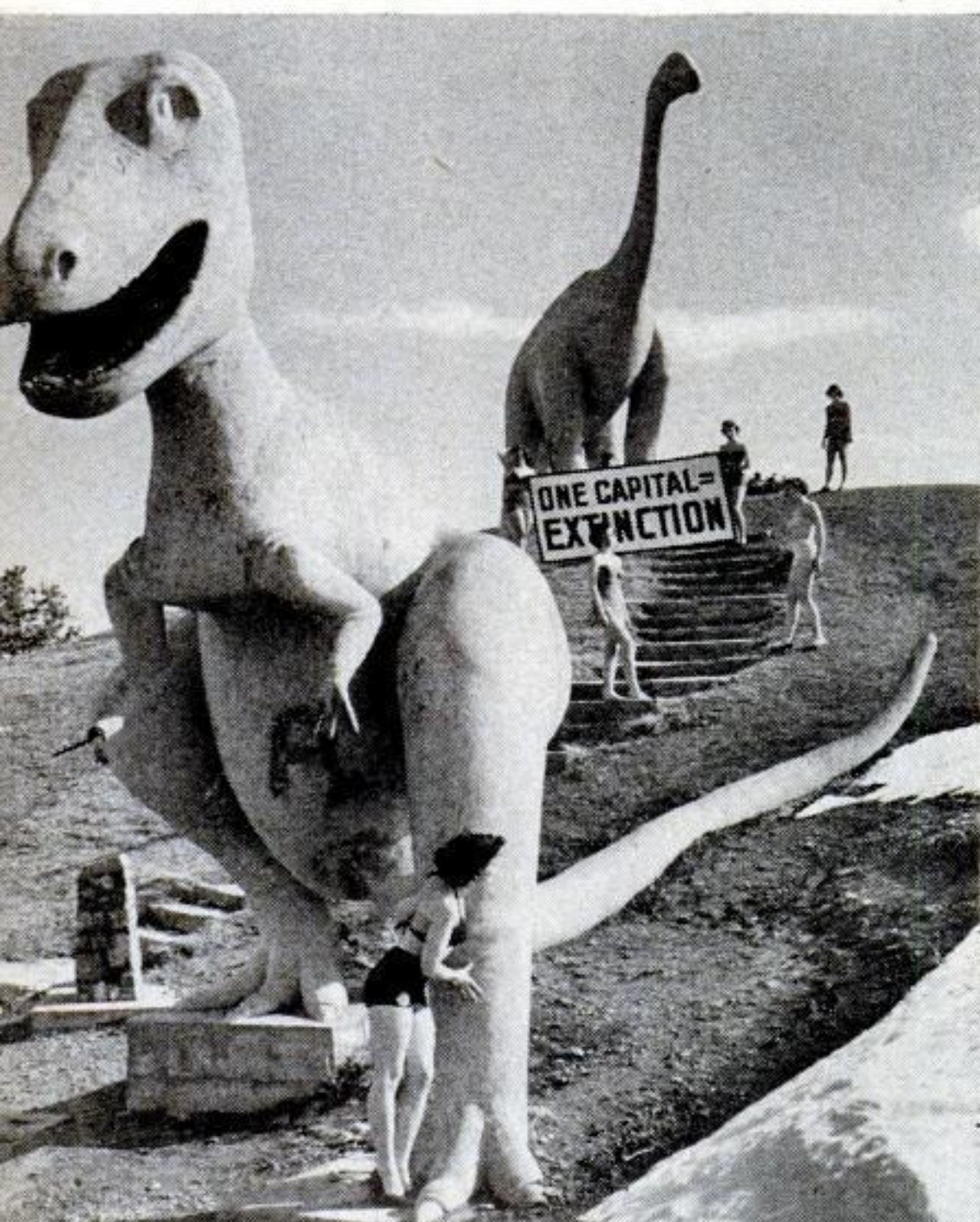
THE ODDS AGAINST THIS ARE 79 BILLION TO ONE

When he heard that rare albino deer had been seen near a feeding station in northern Wisconsin, Photographer Staber Reese hurried to the spot, erected a blind and shivered there for six days while he waited for them to show up. Finally Reese looked out to see three pink-eyed deer in a group around

the hay. Thus he hit a photographer's jackpot. For of the 850,000 white-tailed deer in Wisconsin, only about 20—or one in 42,500—is an albino. Assuming that this picture represents a random sampling of deer, Reese figured that in getting it he had beaten mathematical odds of about 79 billion to one.



CAPITOL HELMETS are worn by members of Veterans of Foreign Wars. If these are defeated, Rapid City has old Indian fighters to lead the retreat into high country.



CEMENT DINOSAURS, already on hand as tourist attractions, serve as advertisements. Below: chamber of commerce shows how far Rapid City is from anywhere.



SIGN IS TOWED BY AIRPLANE OVER SOME OF THE WIDE-OPEN SPACES THAT RAPID CITY HAS AVAILABLE

RUN FOR THE BLACK HILLS

If the dam busts, Rapid City, S. Dak. offers to be capital of the U.S.

Recognizing that the government is all huddled together in Washington and ripe for destruction by an H-bomb, Rapid City, S.Dak. has made a magnanimous offer: move the capital to Rapid City, "the most interior spot on the continent."

In addition to being almost as interior as possible, Rapid City (pop. 22,000) has other qualifications which the local chamber of commerce dramatized last week. It has a lot of undeveloped land (*above*) which is free of earthquakes and cobras, with such an interesting climate that children are often able to play in the snow right through May. It has a great many caves in the nearby Black Hills, which can be used for offices and filing space, and a large number of old-timers to serve as guides. Rapid City's larks have a sweet song in the key of D major. In addition there is the Mount Rushmore National Memorial, with its 60-foot stone faces of Washington, Jefferson, Roosevelt and Lincoln. "In the event of extreme emergency," says the chamber of commerce, "what more appropriate spot would be found for the last defense of democracy?"

The present kindly offer on the part of Rapid City

is not its first. In 1922 the chamber of commerce invited the Vatican to move there. The Pope did not reply, but in 1927 Calvin Coolidge came out and spent 13 weeks in the nearby hills. After that experience the chamber of commerce laid low for a while, but in the early '30s, when there was a scarcity of notables to invite, it sent an invitation to Scarface Al Capone. In 1945 Rapid City extended the hand of friendship to the U.N., pointing out that once highways were built one could drive an automobile "from Cape Good Hope in Africa to Cape Horn in South America with the shortest route, via the Black Hills, through North America, with only 36 miles across the Bering Strait by water." Unhappily, the U.N. chose Manhattan.

Thus far Rapid City has no encouragement from Washington, although the chamber of commerce is optimistic. After all, it has a reply from none other than Representative Emanuel Celler, Chairman of the House Judiciary Committee, which is responsible for any change in location of the capital. Representative Celler, in the plainest language, came right out and said, "I shall be pleased to keep your letter."

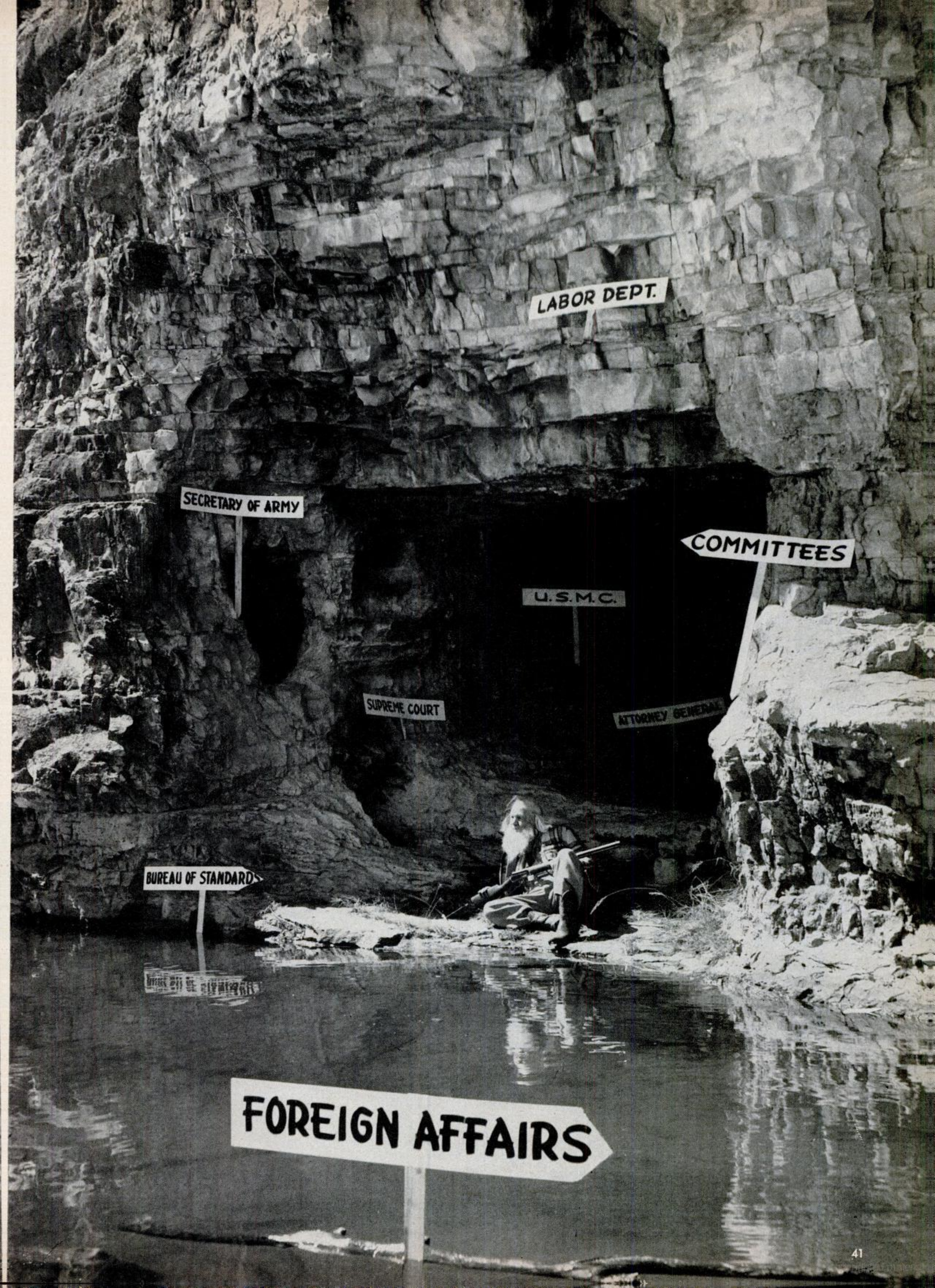


SILHOUETTES of government buildings are made by Rapid City schoolboy, pasted in the classroom windows.



INDUCEMENT of a more personal nature is provided by this display in the window of a Rapid City music store.

HERMIT GUARDS BLACK HILLS CAVE RESERVED FOR GOVERNMENT OFFICES—▶



LABOR DEPT.

SECRETARY OF ARMY

COMMITTEES

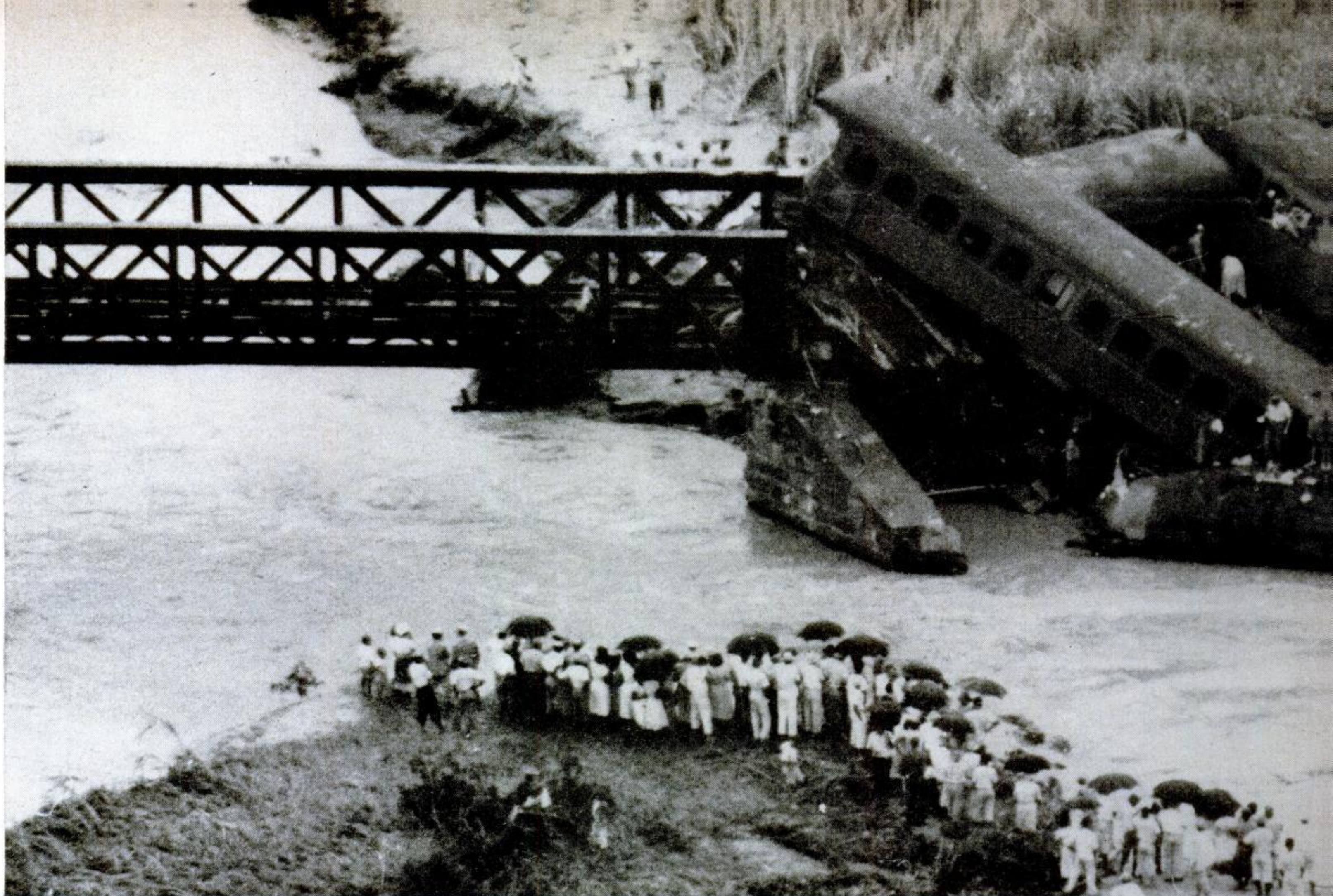
U.S.M.C.

SUPREME COURT

ATTORNEY GENERAL

BUREAU OF STANDARDS

FOREIGN AFFAIRS



↓ HONORS FOR 50

A galaxy of the biggest of big-business men got Honorary Doctorates of Commercial Science last week when N.Y.U. celebrated the 50th anniversary of its

School of Commerce. Their corporations are worth about \$18 billion. Four were absent—James Farley, Alfred Sloan, Jacob Schwab and John Hancock.



William Given Jr.
American Brake Shoe

S. Sloan Colt
Bankers Trust, N.Y.

Francis Truslow
N.Y. Curb Exchange

Fred Emmerich
Allied Chemical & Dye

Charles Merrill
Merrill Lynch, Pierce, Fenner & Beane

Enders Voorhees
U.S. Steel

Charles Edison
Thomas A. Edison, Inc.

Ben Moreell
Jones & Laughlin

Ferdinand Eberstadt
F. Eberstadt & Co.

Richard Deupree
Procter & Gamble

Marion Folsom
Eastman Kodak

Charles Cox
Kennecott Copper

Alvin Brush
American Home Products

Henning Prentis Jr.
Armstrong Cork

Harry Bullis
General Mills

John Biggers
Libbey-Owens-Ford

Cornelius Kelley
Anaconda Copper Mining

Bernard Gimbel
Gimbel Brothers

Clarence Francis
General Foods

Paul Hoffman
ECA Administrator

Frederick Ecker
Metropolitan Life

Eric Johnston
Motion Picture Assoc.

Juan Trippe
Pan American World Airways

Robert Stevens
Federal Reserve Bank of N.Y.

Edward Hutton
E. F. Hutton & Co.



↑ DEATH FOR 100

On a rainy night three days before Easter, this 28-car holiday train ran off a partly washed-out bridge over the treacherous Rio dos Indios river north of

Rio de Janeiro, carrying an estimated 100 persons to their death. Many victims drowned in three cars submerged in river. It was Brazil's worst train wreck.



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Richard Mellon Mellon Nat'l Bank & Trust	Louis Horowitz Thompson-Starrett	Philip Reed General Electric			



DIRECT ACTION is urged by local representative of peasants' union, who passes out hand-

bills to Rocca di Neto's men. Most of the town's farmers set out to seize land next morning (right).

ITALY'S PEASANTS SEIZE THE LAND

Urged on by hunger and the Reds, Calabrian farmers rise against land barons

For generations poverty and hunger have haunted the stony hills of the district of Calabria, in the sunbaked southern tip of the Italian boot. The peasants have watched with impotent rage the maltreatment of 70% of the arable land by the 20 powerful barons who own it. With the Church holding another 20%, only 10% is left for the people, most of whom work as day laborers or sharecroppers. The landholders generally either neglect the land entirely or plunder it by sowing two wheat crops a year. Calabria, even more than the rest of land-poor, overpopulated Italy, is a fearful agricultural slum.

Since the war's end, the peasants' need and anger have forced the government to pass two land reform bills, which give peasant cooperatives the right to lay claim to untilled land or land which is capable

of improvement. But red tape and the opposition of politically powerful landholders have held up any sizable division of land. Last fall peasants finally began taking matters into their own hands. Defying police, they occupied 24,700 acres in Calabria alone. Now, with spring, "*occupazione*" has again become the dread of the landholders.

LIFE Correspondent Roy Rowan was on hand with his camera in the village of Rocca di Neto when peasants there went on the march. With picks and shovels, Communist banners and the Italian flag, they trudged out to the rocky hills and hacked at the neglected soil. Their claim established, they returned to inform the provincial prefect of their action and thus, under the reform law, force the lagging authorities to recognize their right to use the land.



THE UNEMPLOYED, also visible in background of top picture, sit disconsolately on wall in Rocca di Neto's

square. Owning no land, their livelihood depends on getting occasional work on big estates, often far from village.



THE MARCH TO THE FIELDS begins in early morning hours as some 300 peasants set forth to seize the land



of the local estate owner. Lacking plows, a rare luxury in the district, they carry picks and mattocks with which

they will till the soil. The land they seize will be worked and harvested cooperatively for the village. Above them

at the left, on the stony hillside scarred by years of unchecked erosion, their women and children watch them go.



RED ORGANIZERS harangue peasants at meeting in Melissa. Three died here in land grab last fall; black-bordered funeral notice of one still hangs on the wall.

Land Grab CONTINUED

"THERE'S GOING TO BE REAL TROUBLE, JOE"

Like the men of Rocca di Neto, peasants all over southern Italy and Sicily were feeling the prodding urge to go forth and work the land. It was spring, the time for planting, and their larders were nearly empty. Last week LIFE's Roy Rowan reported the rising tension in Calabria:

When I arrived in Rocca di Neto, the cobbled streets were filled with idle men. A heavy-set peasant with red stubble covering his face shuffled out of the crowd. "Hey, Joe, are you from the States?" he asked brusquely. "I'm from Brooklyn. Hey, Joe, you tell 'em back in the States we ain't got nothin' here. There's going to be trouble in these villages, Joe, real trouble."

As I toured the hilltop hamlets of Calabria, I could feel the trouble coming. Everywhere the peasants' fighting spirit was being whipped up by Communist organizers touring the mountain regions by motorcycle, bicycle or donkey. Most of

the *Confederterra* are not Communists, but their leaders are rabid Reds capitalizing on the government's failure to carry out land reform.

I went one night to a peasants' meeting in a dank, dimly lit *Confederterra* hall at Melissa (left). The walls were plastered with pictures of Stalin, Mao Tse-tung and Palmiro Togliatti, Italy's bespectacled Communist boss. Each town has such a meeting hall; in each, long and stormy discussions take place as the local union organizer harangues the hungry, desperate men. "*Terra Non Guerra*"—"Land Not War"—is the *Confederterra*'s slogan, but their talk is mostly of war against the landowners.

The next day I was in nearby Carfizzi. In the late afternoon I watched as groups of men and boys fanned out over the hill (below) and hacked furiously at the soil with their picks and mattocks. Some built fires against the chill air; most just hacked bitterly away at the cold, soggy ground.

THE LAND NEAR CARFIZZI IS ATTACKED BY PEASANTS AND CHILDREN WHO HACK AT THE STONY SOIL WHILE COMMUNIST FLAG IS HELD DEFIANTLY ABOVE THEM



Quick-as-a-wink... Good-good-good!

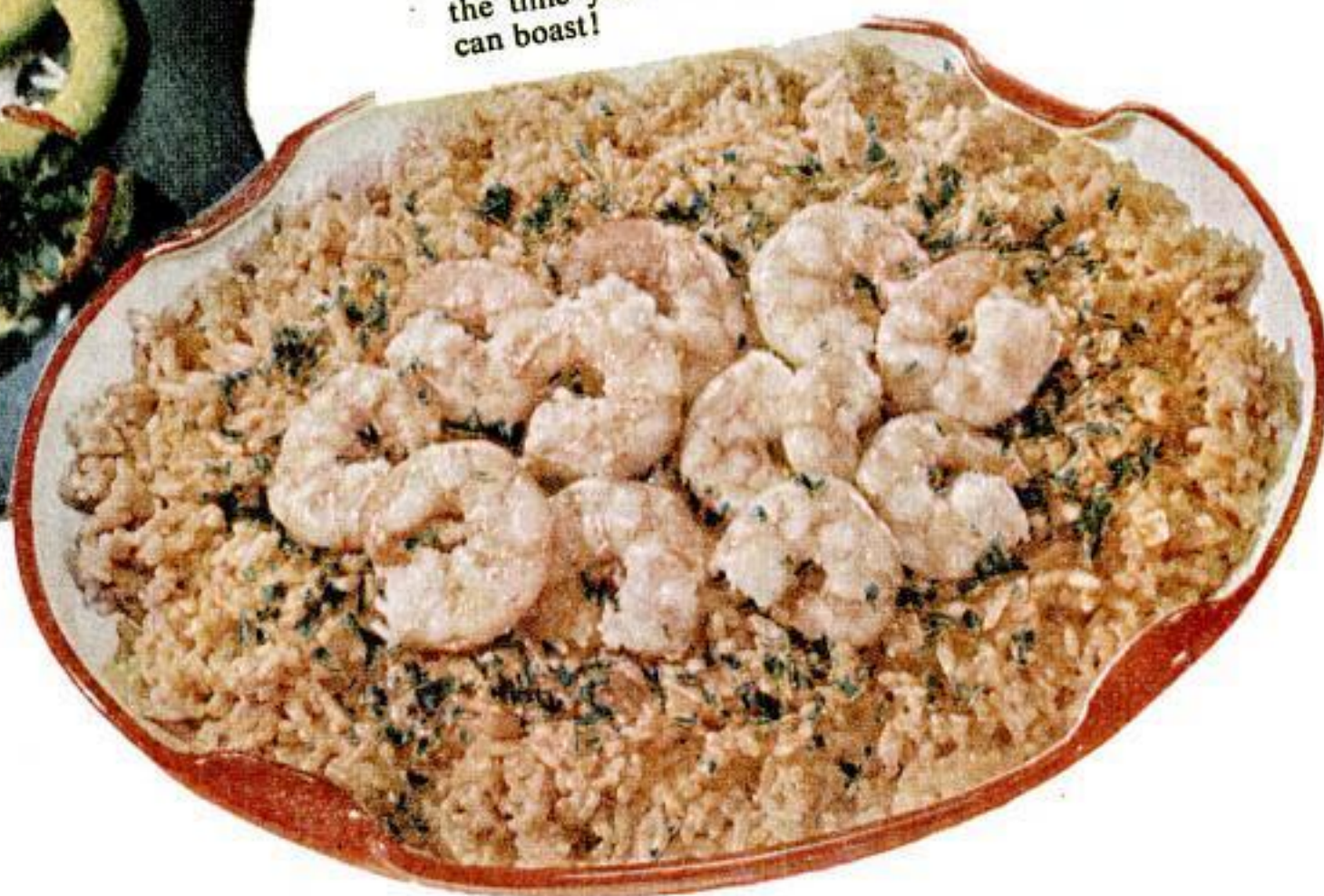


GALA COMPANY FARE... IN 45 MINUTES!

Chicken and Rice Hawaiian. Dry pieces of 1 frying chicken; roll in seasoned flour. Brown in 3 tablespoons fat. Mix 1 can mushroom soup and $\frac{3}{4}$ cup water. Add to chicken, cover, simmer 35 minutes. Cook 1 package (1½ cups) Minute Rice as package directs. Let stand 10 minutes. Add $\frac{1}{2}$ cup drained canned crushed pineapple; stir with fork. Pile rice on platter with chicken and gravy on top. Garnish with avocado slices and water cress. Makes 5 melt-in-your-mouth servings. The rice picks up and holds all the heavenly pineapple flavor, a taste trick possible only with Minute Rice!

FRIDAY-NIGHT LUXURY... IN 18 MINUTES!

Seafood Skillet. Sauté 1 package (1½ cups) Minute Rice in 2 tablespoons butter. Add $\frac{1}{3}$ cup catsup, 4 drops Tabasco sauce, 1 teaspoon Worcestershire sauce, $\frac{3}{4}$ teaspoon salt, $1\frac{1}{2}$ cups water, $1\frac{1}{2}$ cups light cream or top milk. Blend with fork. Bring to boil, uncovered, fluffing once or twice with fork. (Do not stir.) Cover, simmer 10 minutes. Add 1¼ cups (7-oz. can) shrimp, lobster, or crab; heat 1 minute longer. Garnish with chopped parsley. Serves 6. With speedy Minute Rice, this luscious dish is ready by the time you've set the table—a feat no ordinary rice can boast!



AMAZING NEW RICE DISCOVERY

for quick-to-fix,
memory-making meals!

- ★ NO WASHING!
- ★ NO RINSING!
- ★ NO DRAINING!
- ★ NO STEAMING!
- ★ PERFECT RICE EVERY TIME!

What a miraculous timesaver—just bring fine, long-grained Minute Rice to a boil! No other cooking necessary to turn out snow-white, fluffy, delectable rice every time!

Stock your kitchen shelf with this new pre-cooked Minute Brand marvel, and you'll always be ready to concoct a festive dish—on the double!



TEMPTING SCHOOL-DAY LUNCH... IN 25 MINUTES!

Vegetable Medley with Rice. Happy ending for those left-over vegetables, thanks to wonderful Minute Rice! Sauté $\frac{1}{2}$ cup sliced onions, $\frac{3}{4}$ cup celery (cut in thin strips) in 3 tablespoons butter for 5 minutes. Add 2 cups cooked mixed vegetables, $2\frac{1}{4}$ cups canned tomatoes, 1 teaspoon salt, dash of pepper, $\frac{1}{2}$ teaspoon sugar. Simmer for 10 minutes. Mix 1 teaspoon cornstarch with 1 tablespoon water, add to vegetable mixture. Cook 5 minutes. Prepare 1 package (1½ cups) Minute Rice as package directs. Butter rice, pour cooked vegetables over it. Serves 5.

FIX-EASY DINNER MAGIC... IN 15 MINUTES!

Minute Rice Dinner Plate. Late getting home from bridge club? Don't short-ration your family—with quick-quick Minute Rice, you can dash off a tasty, well-balanced dinner in minutes. Prepare Minute Rice as directed on package. Place a pat of butter on each serving of rice. Serve with leftover roast pork, quick-frozen broccoli, and mock Hollandaise sauce. Garnish with watermelon pickle—and you have a fit-for-a-king meal. So easy for you—and full of the extra-special deliciousness found only in Minute Rice!



For tastier,
quick-quick meals

MINUTE BRAND RICE



A Product of General Foods

***Never* before** **CHEESE** **Kraft De Luxe** **Slices**

***Cut...wrapped...sealed
by Kraft right after
pasteurization!***

**Amazing new Kraft invention makes possible
the finest cheese-in-slices you've ever had**

Now you can be done with the old chance-taking
way of buying sliced cheese!

An amazing new invention, exclusive with Kraft,
now gives you finer-tasting cheese cut into *perfect
slices that are protected by Kraft all the way to your
own kitchen!*

Now—in the spic and span Kraft plant where
the golden process cheese is made, it is automati-
cally cut into perfect slices *right after it comes from
the pasteurizers!* Slices that are always the same
thickness.

Immediately the mellow Kraft De Luxe Slices
are sealed in the square package—a package so
neat it's really hard to believe it holds eight slices.

Cheeselovers are delighted. Food store owners
are enthusiastic about Kraft De Luxe Slices. Once
you've discovered this way of buying uniformly fine
cheese in slices you'll never again "buy blind."
You'll have handy, delicious Kraft De Luxe Slices
always ready at your house—for cheese trays,
sandwiches, snacks, to serve with pie.



**"SANDWICH-SIZE
SLICES! SEPARATE
SO EASILY!"**

**"SWELL MELLOW
FLAVOR"**



**THE WORLD'S FAVORITE CHEESES
ARE MADE OR IMPORTED BY**

Kraft

SLICES LIKE THESE!



"AT LAST! THE
PERFECT WAY TO
BUY CHEESE SLICES!"



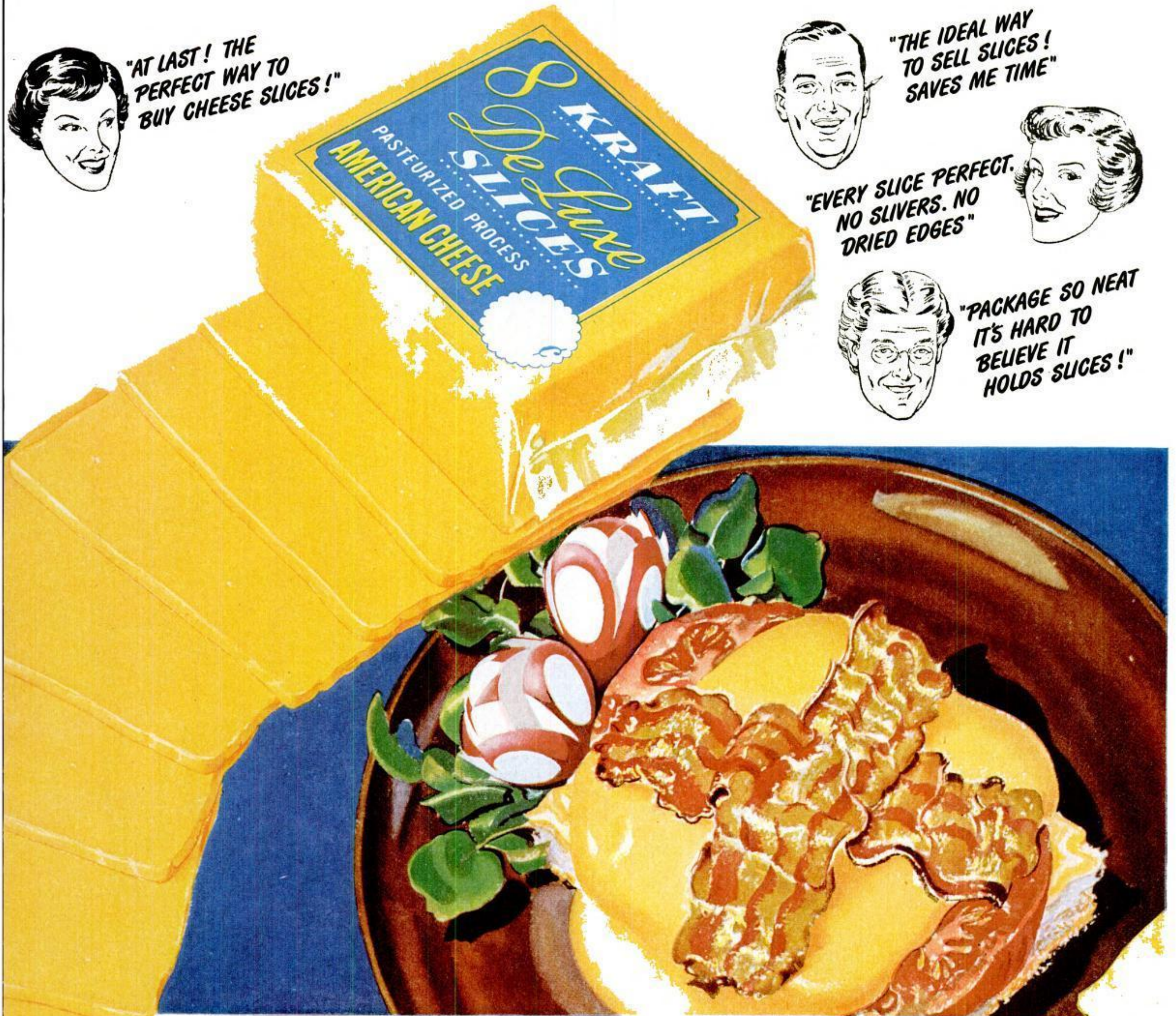
"THE IDEAL WAY
TO SELL SLICES!
SAVES ME TIME"



"EVERY SLICE PERFECT.
NO SLIVERS. NO
DRIED EDGES"



"PACKAGE SO NEAT
IT'S HARD TO
BELIEVE IT
HOLDS SLICES!"



Look . . . BESIDES AMERICAN THERE'S PIMENTO, SWISS, BRICK
AND SHARP "OLD ENGLISH" BRAND IN KRAFT DE LUXE SLICES

You just can't
buy a better drink
anywhere!

No matter where you look, you just can't find
a better whiskey buy than Paul Jones!

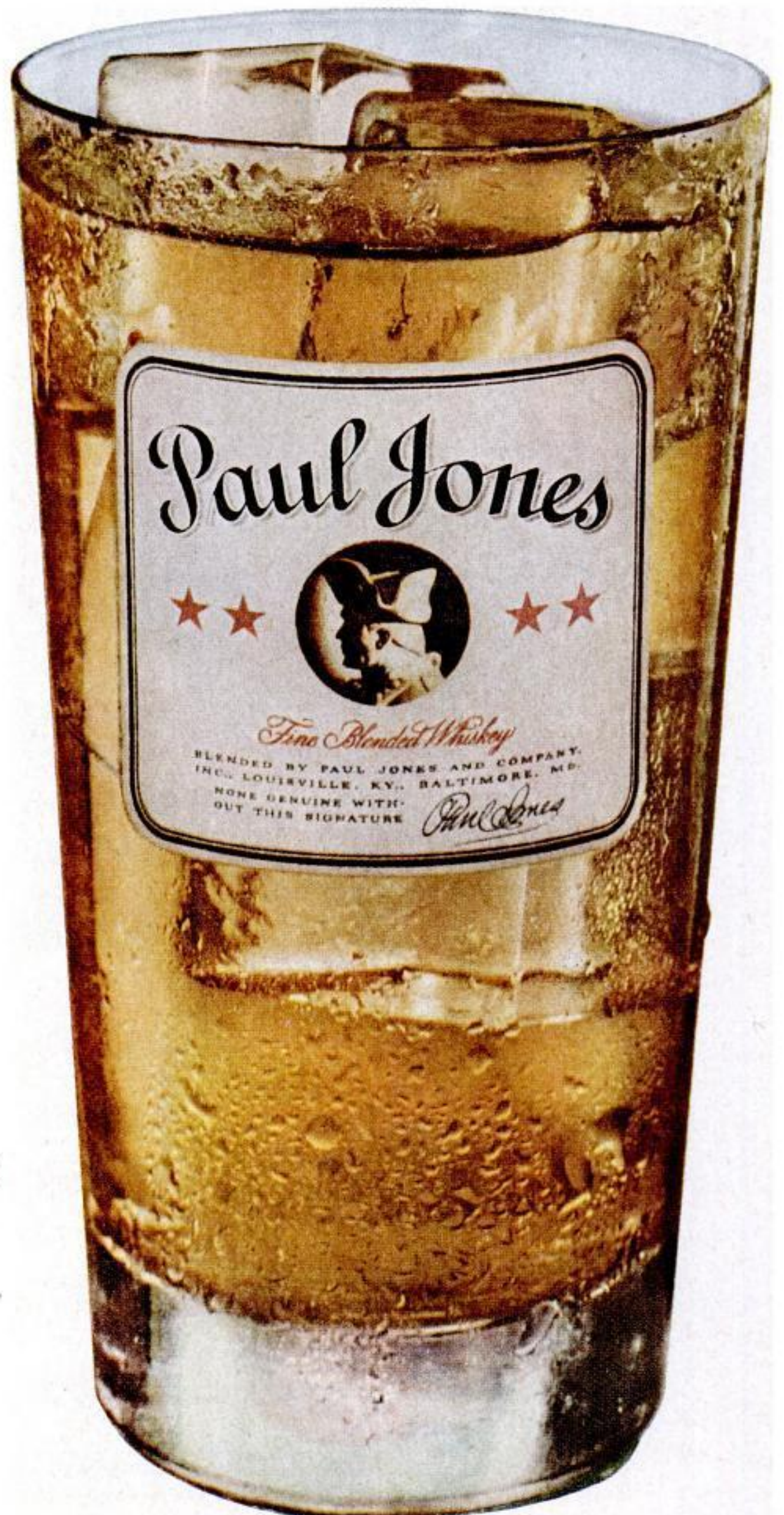
It's so smooth, so rich in flavor... yet its
cost is surprisingly low. Truly, Paul Jones is
today's greatest whiskey value!

Paul Jones
FIRST OF ALL... FOR FLAVOR!

FINE BLENDED WHISKEY.

86 Proof. 72½% grain neutral spirits.

Frankfort Distillers Corp., N.Y.





LIFTING HIS GLASS IN A SARCASTIC TOAST, A BOMBAY PARSİ HOST (RIGHT) LEADS GUESTS IN A WELCOME TO PROHIBITION

PROHIBITION COMES TO BOMBAY

Along the glittering "gold coast" of cosmopolitan Bombay, where rich Indians and their foreign friends have long enjoyed a bibulous night life, bars were empty and the old gaiety was gone last week. On April 6 "Total Prohibition" became the new order in India's "queen city" and the whole state of Bombay (pop. 50 million). Adopted as a matter of local option under pressure of rural voters, the Bombay Prohibition Act made it a crime to manufacture, own or consume alcoholic beverages. Theoretically it was to achieve the late Mahatma Gandhi's No. 1 prescription for remaking

India. It immediately brought forth the inevitable crop of bootleggers and informers, as well as a new ingenuity in the caching of liquor (*below*). As a sample of troubles ahead, the Bombay police revealed that in 1949, when liquor was outlawed only four days a week, they arrested 30,000 violators. To gain the public's support the Prohibition Ministry offered big fees to informers and aimed a barrage of propaganda at ordinary Indians—who drink vast quantities of fermented or distilled palm sap. It also injected a look of reasonableness into prohibition by permitting four

classes of people to buy liquor from government stores: 1) foreigners, 2) alcoholics, 3) Indian military personnel, 4) anybody with a doctor's prescription or users of sacramental wine. There was no provision, however, for the rich, hard-drinking Parsis (*above*), a non-Hindu sect whose religion stems from ancient Persia. Foreigners may buy up to seven bottles of hard liquor, 14 bottles of wine or 63 bottles of beer a month. An Indian lieutenant general will get eight bottles of hard liquor a month, plus lesser libations, but an enlisted man must somehow get along on one bottle of rum.



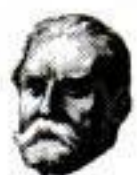
RELENTLESSLY SEEKING OUT ILLEGAL LIQUOR, A BOMBAY PROHIBITION POLICEMAN RETRIEVES A PINT FROM A POND, HANDS IT TO HIS PARTNER IN THE PALMS

Birthdays this month-

Thomas Jefferson



Charles Evans Hughes



Joseph Pulitzer



and someone
close to you ...



Say
"Happy Birthday"
with the finest
man's gift of its
kind



ONLY
\$1.00
PLUS TAX

Luxury at little cost . . . 6 full oz.
of famous Courtley After Shave Lotion.

Courtley Men's Toiletries will
keep on "giving" all year long.
Handsome, colorful sets from
\$1.50 to \$20. Individual items,
50¢ to \$5. See them today.

All prices plus tax.

Courtley

WORLD'S FINEST MEN'S TOILETRIES
AT FINEST STORES

COURTLEY, Ltd., New York, Los Angeles

Total Prohibition CONTINUED



WET ERA'S END is marked by torchlight parade in which bullock cart carries an effigy of ugly Demon Drink, tipping.



DRY ERA'S START is marked by the arrest of a bootlegger, carrying hooch in bicycle tires worn underneath his shirt.



BOOTLEGGERS' VATS clutter the back yard of a police godown (warehouse) where confiscated equipment is stored.

The big earthenware jugs are used to hold distilled spirits and the larger barrels for fermenting sugar cane or palm tree sap.



DRY PROPAGANDA tells Bombay's people that liquor is bad for them. Many of these bilingual posters were slashed by



antiprohibitionist citizens. Other dry propaganda held that liquor ruins eyesight, depletes manly vigor, promotes murder.



CONTINUED ON PAGE 54

Stockholders get 5¢ from each Union Oil 1949 sales dollar

...TAX COLLECTOR GETS 18³/₄¢



1. Out of every dollar paid in by Union Oil customers during 1949 the company made a net profit of 8¹/₄¢. 3³/₄¢ of this was put into expanded facilities to meet the growing demand for petroleum products in the West. 5¢ was paid out to the stockholders in dividends. Since these dividends were divided among 37,245 preferred and common stockholders, the payments averaged \$315 per stockholder.

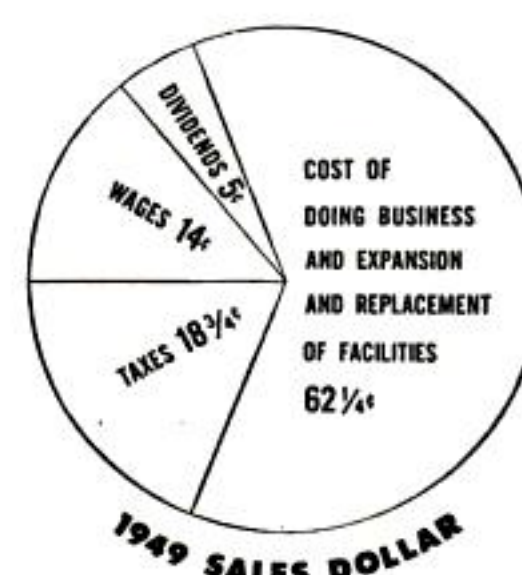


2. Out of every dollar paid in by Union Oil customers during 1949 the employees received 14¢ in wages, pensions and other employee benefits. Since these wages and benefits were divided among 7,316 employees, they averaged about \$4,700 per employee.



3. Out of every dollar paid in by Union Oil customers during 1949 the federal, state and local tax collectors got 18³/₄¢*. So the tax collectors got almost 4 times as much money as the owners and 1 1/3 times as much as the employees.

*This figure represents taxes on all our products—fuel oils, asphalt, lube oil, greases and gasoline. When our customers buy gasoline, 31¢ of each dollar they spend goes to the tax collectors.



4. "Cost of Doing Business and Expansion and Replacement of Facilities" includes following:

Raw materials	26 ¹ / ₄ ¢
Transportation	7 ¹ / ₄ ¢
Supplies, power, exploration, selling expense, etc.	14 ¹ / ₄ ¢
Interest	3 ³ / ₄ ¢
Expansion and replacement of facilities	13 ³ / ₄ ¢
TOTAL	62¹/₄¢

UNION OIL COMPANY OF CALIFORNIA

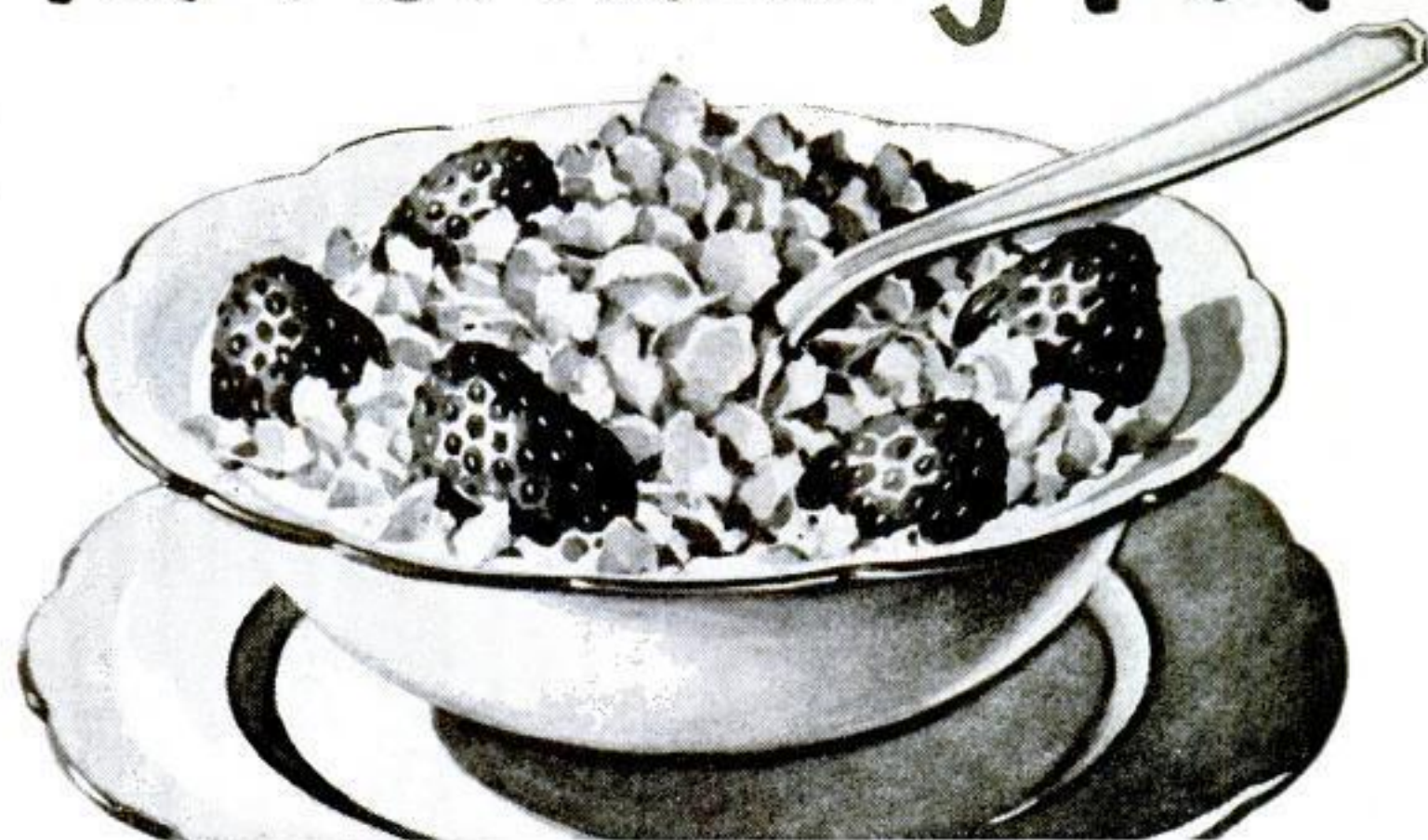
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

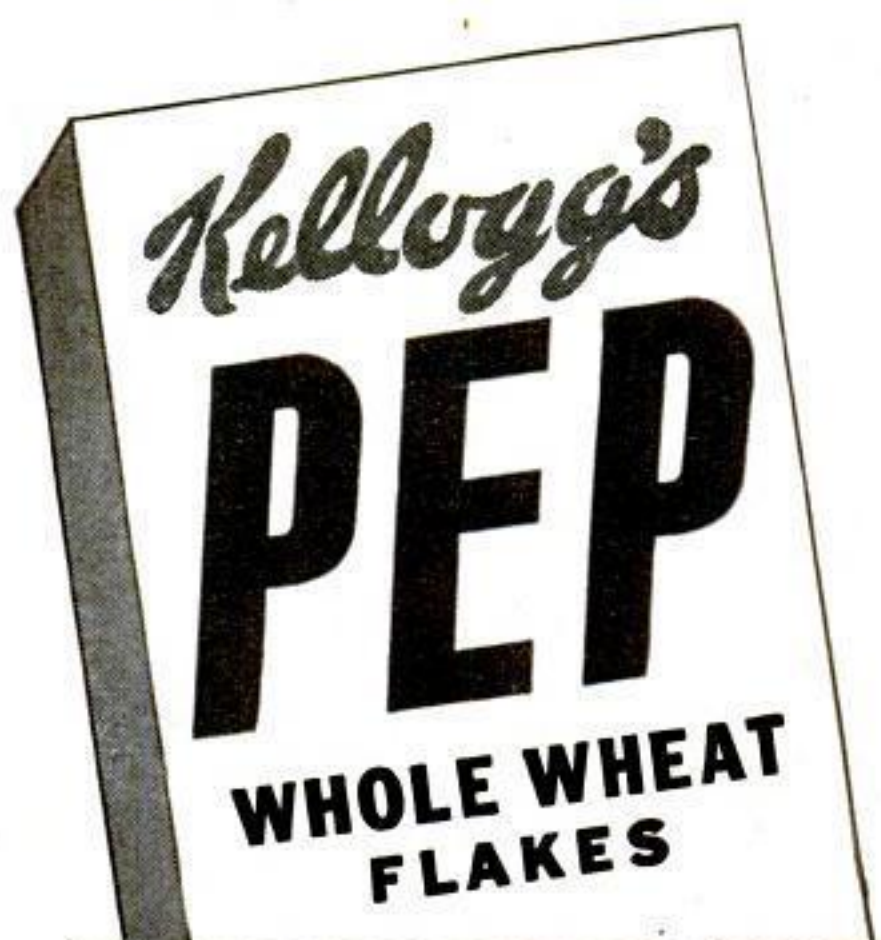
Goin' Strong



for nourishing PEP



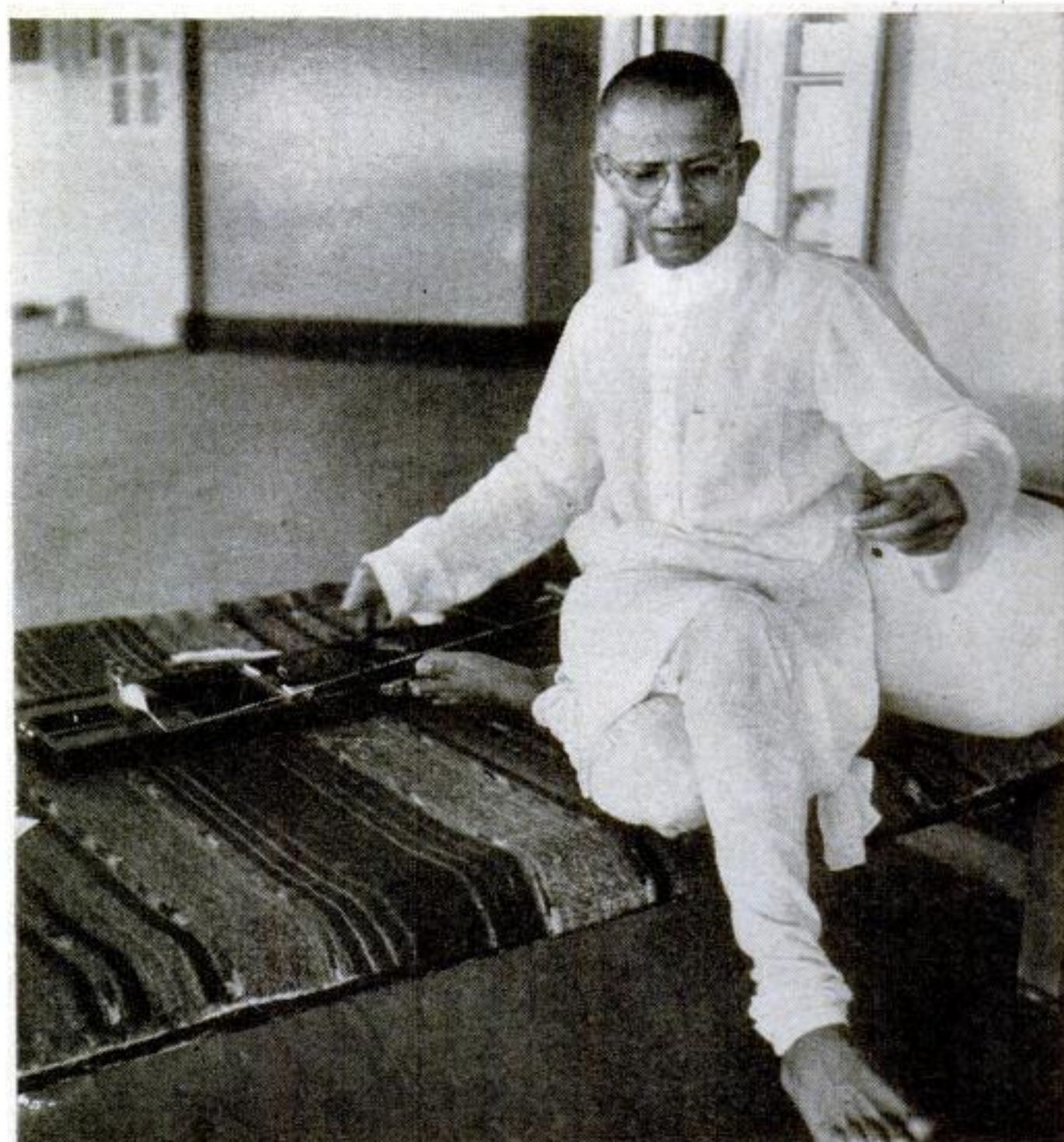
the "BUILD UP" WHEAT CEREAL



LIKE FATHER, LIKE SON, and *both* like crisp, delicious PEP. Imagine! One serving supplies all the "sunshine" vitamin D adults and children need for a FULL DAY. And a rich store of other vitamins and minerals found in the vital wheat germ! PLUS—all the sources of growth and energy, strong bones, good nerves and teeth which come from FRESH-TOASTED WHEAT. And more "builder-upper" vitamins than you'll find in any other wheat flakes cereal. Taste this breakfast "Main Dish" tomorrow! Get nourishing Kellogg's PEP—the "BUILD UP" wheat cereal.

FRESH-TOASTED! FRESH-FLAVORED! FRESH-PACKED!

Total Prohibition CONTINUED



ARCH PROHIBITIONIST Morarji Desai emulates his late spiritual mentor, Gandhi, by wearing a homespun white dhoti, and spinning cotton yarn.

GANDHI'S DISCIPLE PUT IT OVER

A disciple of Mahatma Gandhi is to Bombay's prohibition what Bishop Cannon was to America's. He is Home Minister Morarji Desai, 54. His critics call his program "Morarji Morality," since it goes well beyond prohibition. He has outlawed public card-gambling, ordered mail censorship in his state and threatens Bombay's fashionable Mahaluxmi Race Track with closure unless betting booths are removed. He says, "I am not trying to reform anybody. I am merely trying to remove temptation." He feeds his moralistic ardors with a rigid diet of one meal a day, plus snacks of milk and bananas. When he fell ill recently, he rejected the idea of a doctor like liquor or any temptation and instead sternly prescribed his own successful therapy—mud packs.

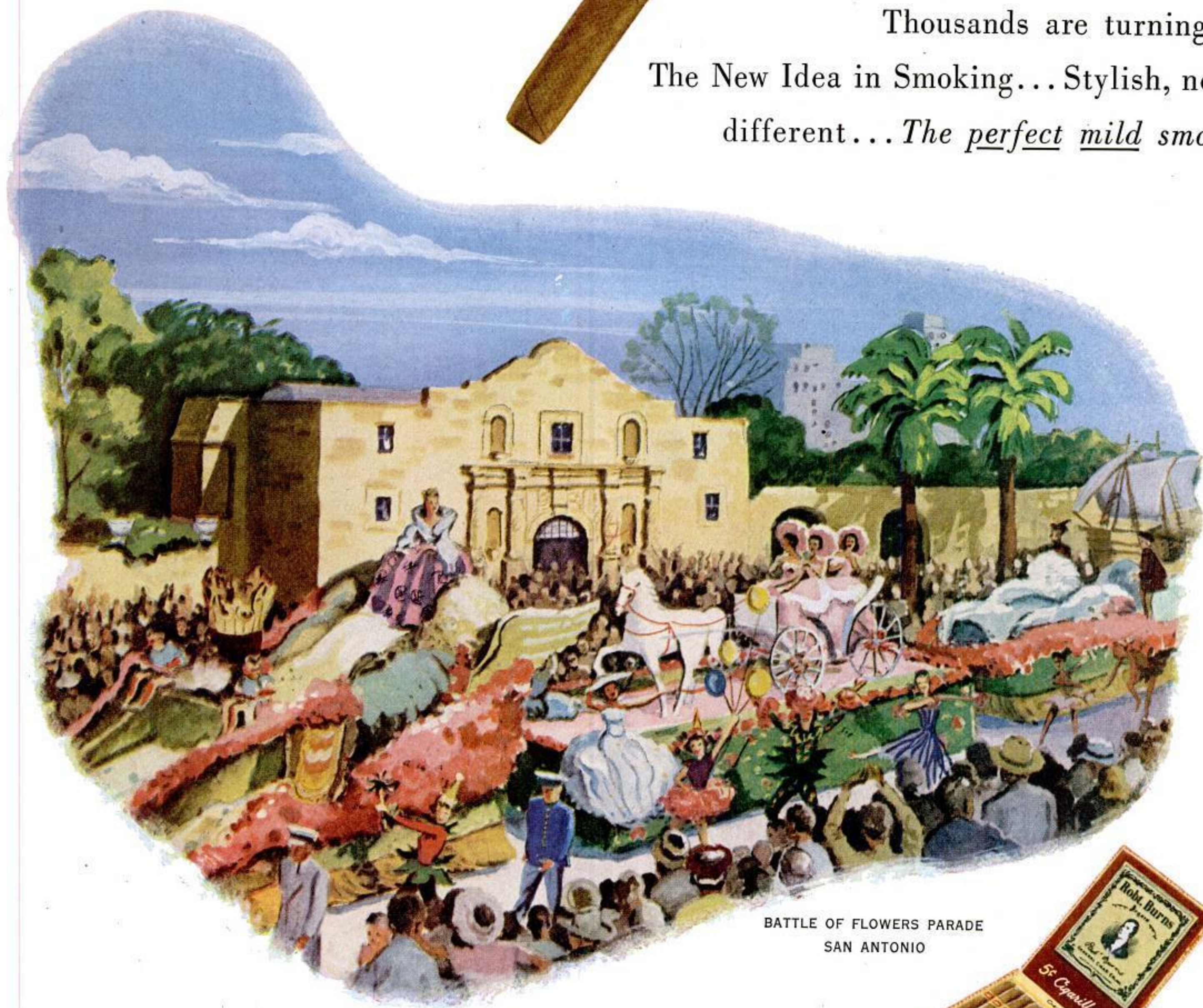


GANDHI'S STATUE does its bit for prohibition. He was as ardently dry as Desai. This flower-garlanded figure was made for Prohibition Day celebration.

They are smoking them everywhere



Thousands are turning to
The New Idea in Smoking... Stylish, neat,
different... *The perfect mild smoke.*



BATTLE OF FLOWERS PARADE
SAN ANTONIO

ROBT. BURNS

Cigarillos

5¢ each

MANY SMOKERS BUY CIGARILLOS BY THE BOX





Just arrived! And just wonderful!

Lady Borden Chocolate Almond



Lady Borden *superb* Chocolate Almond Ice Cream comes your way in a round, burgundy-colored package. You'll find it featured now at Borden's Ice Cream dealers'.

©The Borden Company



WITH 10-GALLON HAT AND HEAVY QUILT TO PROTECT HIM AGAINST COLD WEATHER, CANDIDATE INGRAM PICKETT SITS OUT VIGIL AT NEW MEXICO STATEHOUSE

PATIENT POLITICIAN

Would-be governor waits for month
to get at top of New Mexico ballot

The New Mexico politician who first files a petition to run in a primary gets his name listed above his opponents'. Since many voters, like lazy voters everywhere, pick the first man they see on the ballot—at least 3,000 voters do this in every major New Mexico election—all candidates race for the statehouse on the day petitions are accepted.

Never, however, had New Mexico seen such an early bird as Ingram Pickett, a 6-foot 10-inch Democratic candidate for governor who needed

those extra votes. A month early he showed up like a World Series fan, with blankets and radio to hold his place at head of line. Despite his wait he nearly lost out when nine candidates, masquerading as loiterers, rushed ahead of him as the filing began. Happily, they were running for other offices. Pickett was still first on the ballot and was given a fighting chance, partly because of publicity for his stunt, to get nominated over the favorite, Congressman John Miles, and elected in November.

Something wonderful

HAPPENS TO YOUR COOKING



because there's something **EXTRA** in a *Flame*

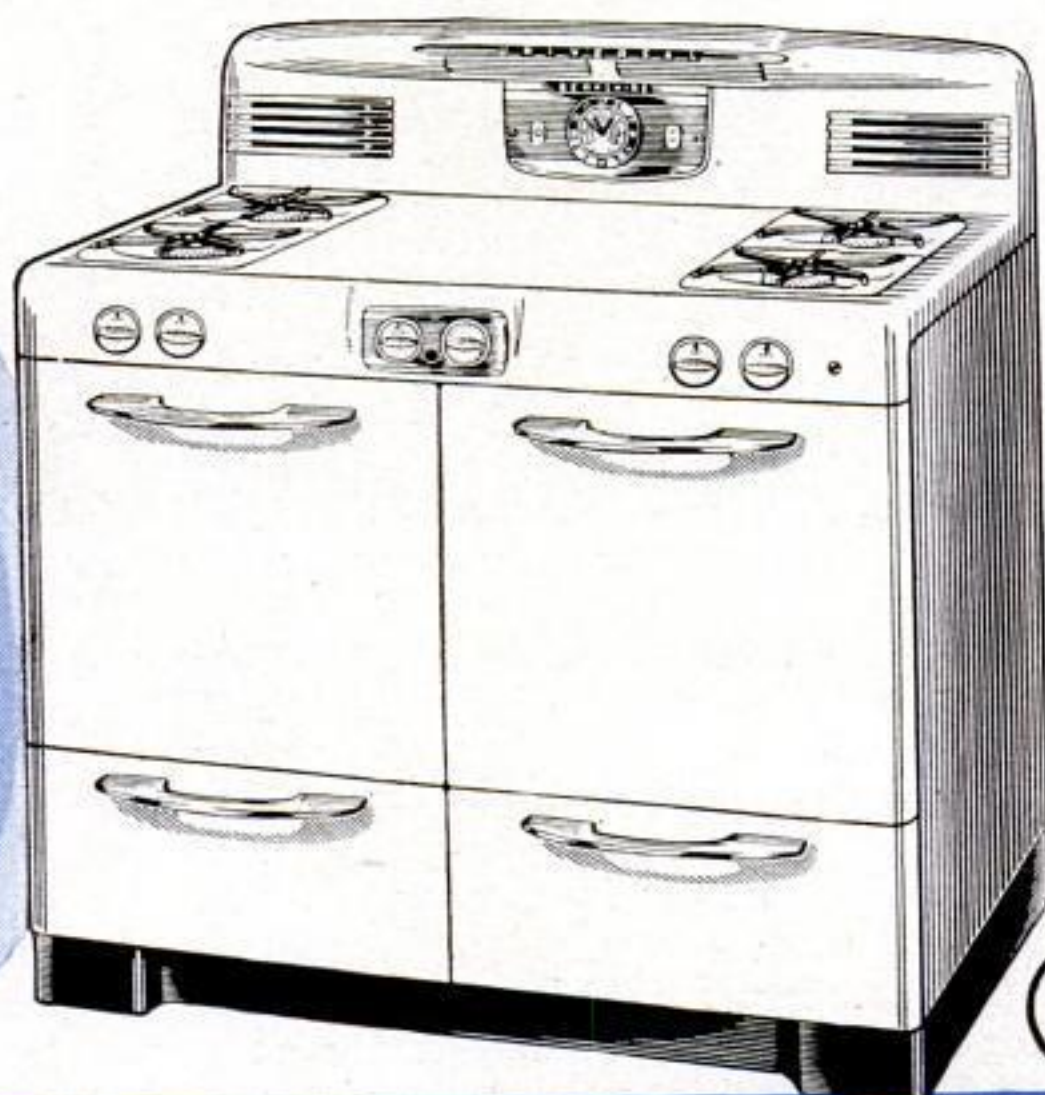
NATURE gave the flame something extra... a wonderful ability to capture *and hold* delicate, delicious, *natural* flavors... that no other cooking method can match.

The new 1950 Universal Gas Ranges give you nature's own favorite cooking method at its modern best. Universal alone has exclusive Simmer-Save burner control on top-of-the-range where you cook most. *Simply* set it to your choice of a thousand and one different heats. And instantly, *accurately*, you get the right flame for every kind of cooking.

Before you buy any range, at any price, be sure to see these new wonder burners, together with Universal's famous precision ovens, easy-to-clean Whirlpool broilers and all-over lifetime construction.

Universal

GAS RANGE



CRIBBEN & SEXTON CO., 700 N. Sacramento Blvd., Chicago, Ill.

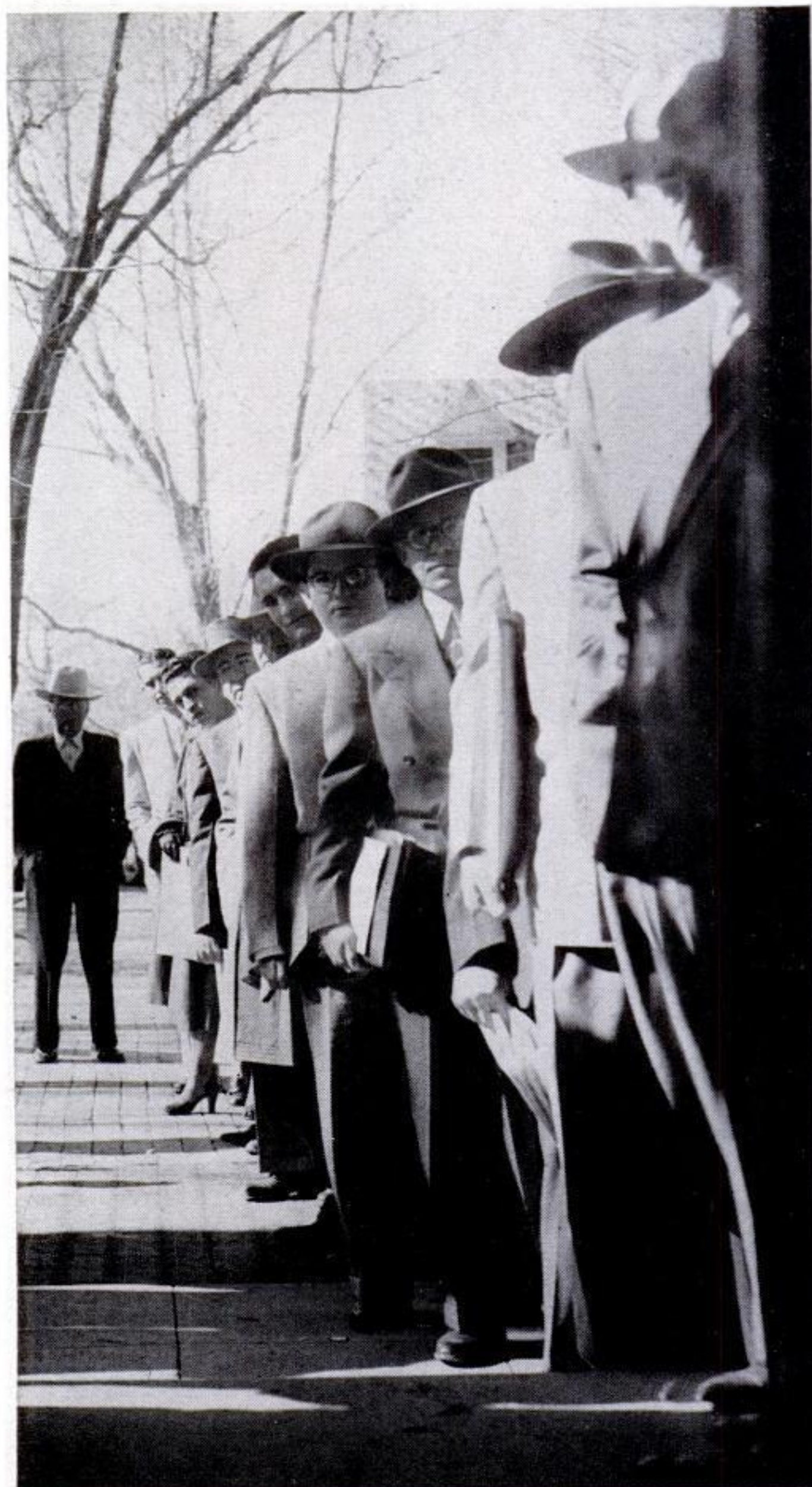
Patient Politician CONTINUED



PICKETT'S BRIDE, Eleanor Hedrick, marries him during wait. He had stand-in hold his place during wedding, put off honeymoon until he filed.



PICKETT'S FRIEND, 8-year-old newsboy Rudy Herrera, wishes him luck after bringing his paper. Said Pickett, "Can you see up here, son?"



LINE OF CANDIDATES for offices waits behind Pickett (out of picture at right) for the Secretary of State to open up and officially accept their petitions.

CONTINUED ON PAGE 60

Who is she?

She's charming Dolores Dalzell...and a joy to photograph, says fashion photographer Luis Lemus. Note her "model" complexion. *That's* due to the deep cleansing magic of DuBarry Special Cleansing Preparation, says Dolores. Besides making lovely skins lovelier, DuBarry Special Cleansing Preparation—a fragrant meal that smooths with water into a thin beauty mask—works "miracles" with difficult young skins, coarse oily skins, blackheads, blemishes. Hypo-allergenic—it agrees with your skin. \$1.00 plus tax.



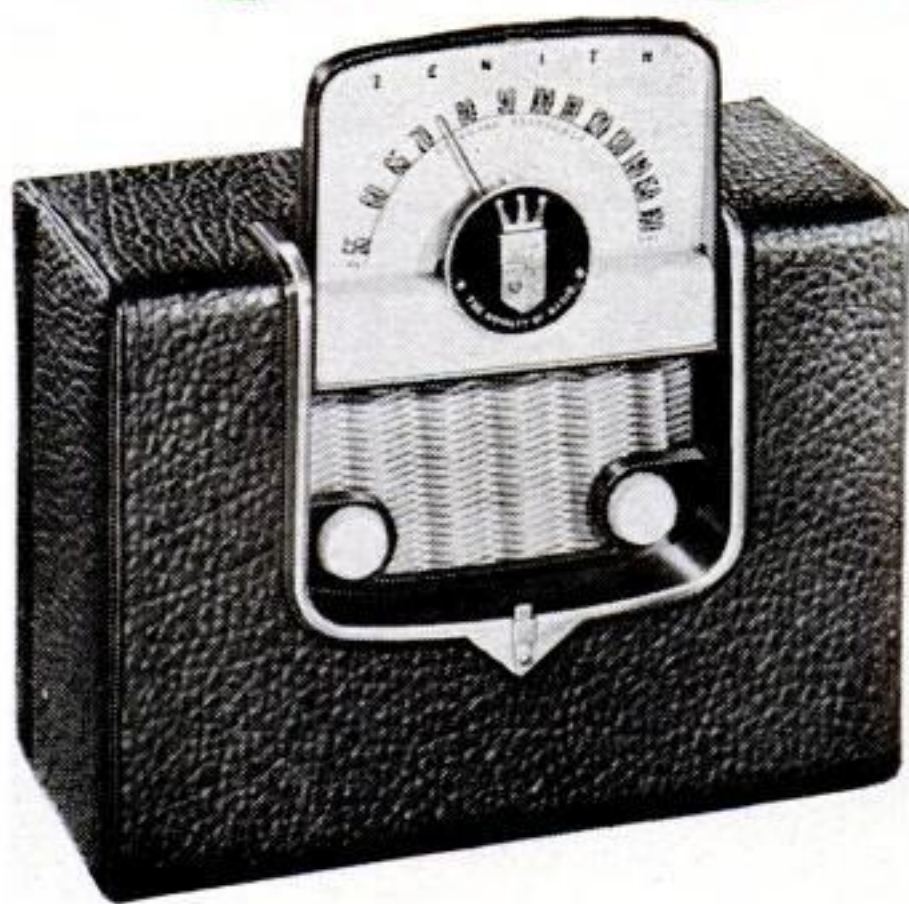
DuBarry

BEAUTY PREPARATIONS BY

Richard Hudnut

Makers of the Richard Hudnut Home Permanent

For a new thrill in radio—
at home or wherever you roam . . .



New Zenith **"Universal"** PORTABLE RADIO

*with exclusive
 "Tip-Top" Dial and
 Wavemagnet*

Here—from the world's leader in portable radios—is the stunning new Zenith® "UNIVERSAL"® portable radio—so sensitive that it brings in your favorite programs with amazing volume and tone beauty, even in places where many ordinary portables won't play.

The secret of this terrific performance is the powerful stage of tuned radio frequency amplification . . . Plus a new, more sensitive Zenith-built Alnico 5 Speaker . . . Plus Wavemagnet® concealed in the giant "Tip-Top" Dial, that swings high up, away from signal-killing metal parts.

The "UNIVERSAL" plays instantly when you open the lid, turns off when you close it. Plays on its own long-life battery, and AC or DC. Handsome, sturdy, luggage-style case in buffalo-grained black or brown. See this tremendous new value now, at your Zenith radio and television dealer's!

Only **\$49.95*** Less Batteries

*West Coast and far South prices slightly higher.
 ©1950 Prices subject to change without notice.

New Zenith "TRANS-OCEANIC." The world-famous portable that brings in Standard Broadcast, plus International Short Wave on 5 separate bands. Plays on thrifty long-life battery, and AC or DC. **\$99.95***
Only Less Batteries

New "Zenette"® Portable. Has new, extra-large speaker twice as powerful as any Zenith has ever used in a set this size. Open lid, set's on—close lid, set's off. Works on battery, AC or DC. Maroon, black or white. **\$39.95***
Only Less Batteries



Zenith Radio Corporation, Chicago 39, Illinois
 Over 30 Years of "Know-How" in Radionics® Exclusively
 Also Makers of America's Finest Hearing Aids

Patient Politician CONTINUED



GENE AUTRY'S COUSIN, whose name is also Gene Autry, had coat torn by candidate in race to file name at top of list for lieutenant governor. He won.



AFTER DOORS OPEN Pickett looms over candidates and patiently holds out petition to official. After 23 minutes he finally got it accepted and stamped.



AFTER THE FILING Candidate Pickett smiles happily with the friends who took turns holding his place in line while he slept or was briefly absent.



THINK IT OVER

“We’re tobacco men
not medicine men”

If you want a TREAT
instead of a TREATMENT
smoke **Old Gold**

P. Lorillard Company
Established 1760

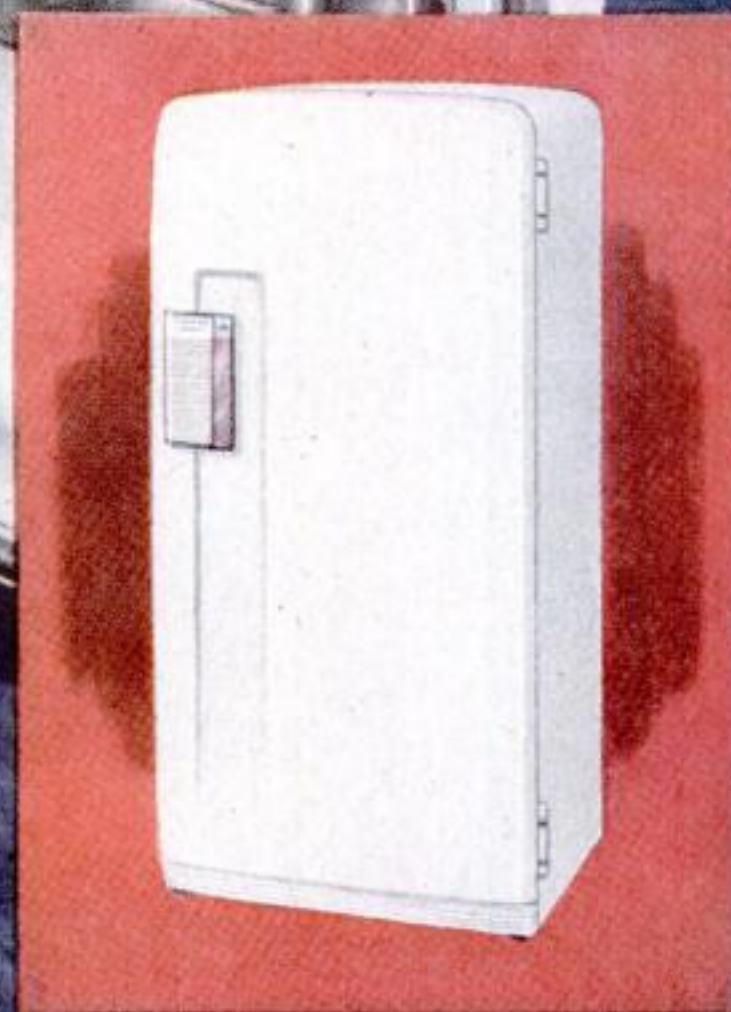


women dreamed them...home economists planned them..



SEE THE NEW PANTRY-DOR FOR HANDY STORAGE
plus these features in the big 9.2 cu. ft. model

- ✓ tapered "Shadowline" styling saves space in your kitchen
- ✓ bottle opener always handy; built-in on door frame—exclusive!
- ✓ huge full-width freezer locker for 50 pounds of frozen food
- ✓ "Diffuse-O-Lite" illuminates entire interior—exclusive!
- ✓ cold from top to bottom for safe, tested refrigeration; stainless steel shelves
- ✓ full width crisper and extra crisper hold fully 23.3 quarts



. they're

femineered!

THE NEW 1950 INTERNATIONAL HARVESTER REFRIGERATORS

femineered inside . . .

Open the tapered door of any new 1950 International Harvester Refrigerator and see a *new* kind of interior. The kind you've longed for—now come true! They're *femineered*—woman-planned to bring you new order, new convenience, new utility... *more* and *safer* food storage.

Your IH Refrigeration Dealer will show you *all six new models*—from 7.4 to 9.5 cubic foot capacity—for families of 2 to 10. Refrigerators in which every inch counts! *Every feature has a function* from easy-to-clean porcelain enameled interiors to big bottle areas and anchored shelves.

See the feature-full 9.2 cu. ft. model shown at left, and you'll learn why it's the most *complete* refrigerator. And you'll see that *every* IH refrigerator has features all its own, that do a specific job! All models have the bottle opener and "Tight-Wad" refrigerating unit with 5-year warranty permanently attached to the cabinet. All have the *femineered* utility and quality that make all IH Refrigerators *made-for-you!*

femineered outside . . .

You've had your say about the *exteriors*, too. For they have the superb simplicity you've wanted and demanded! So easy to clean... to *keep* clean, too, because there isn't a dust-catcher anywhere. The graceful "Shadow-line" styling—an exclusive new IH design-idea—takes off inches outside to save space in your kitchen, and adds storage-inches inside. See the tapered door, *full length* for efficiency... the handsome handle... fine-fluted base. Precision-planned from top to bottom, there's a compact, new International Harvester Refrigerator to fit *any kitchen... any need!*

International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

Tune in James Melton and "Harvest of Stars," NBC, Sunday afternoons



BIG 7.4 CUBIC FOOT MODEL
Fits Into the Smallest Kitchen . . .

A compact refrigerator that does a *big* job for you! Only 25 inches wide, yet Model H-74, with roomy 7.4 cu. ft. capacity, holds more than enough food for the average family. See the *full width* 35-lb. freezer... the quick-change shelves you can arrange *24 different ways*, and the *many* other features.

COPYRIGHT 1950. INTERNATIONAL HARVESTER COMPANY.

**...every feature
has a
function...**



EXCLUSIVE! IH BOTTLE OPENER
Permanently built-in on the door latch; always handy. IH *femineered!*



EXCLUSIVE! IH "EGG-O-MAT"
Stores 16 eggs out of the way; dispenses 1 or 2 at a time. IH *femineered!*



EXCLUSIVE! IH "DIFFUSE-O-LITE"
Illuminates entire interior without any glare. In panel. IH *femineered!*

International Harvester Also Builds McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Industrial Power



62-pc. service in beautiful 1847 Rogers Bros.
—with this new blond cabinet—only **\$79.75**
NO EXCISE TAX

YOU'LL WANT it the minute you see it—this new, “stand-up” cabinet chest, beautiful outside, richly lined inside. Filled with your own beloved 1847 Rogers Bros. pattern—America’s finest silverplate—chosen and cherished by more brides than any other!

And what treasure this chest includes...

Complete service for 8... 16 teaspoons, 8 dinner knives, 8 dinner forks, 8 soup spoons, 8 salad forks, 2 tablespoons, choice of 8 butter spreaders, iced

drink spoons or cocktail forks, 1 butter knife, 1 sugar spoon, 1 gravy ladle, 1 cold meat fork.

So sleek on your sideboard!

This new blond cabinet is pretty to look at—open or closed—modern, streamlined!

Also available in walnut, rich-red lined. And imagine—the chest AND your 62-pc. service—in your favorite 1847 Rogers Bros. pattern—can be yours for only \$79.75. No Federal Tax.

Ask your silverware retailer about easy terms—today.

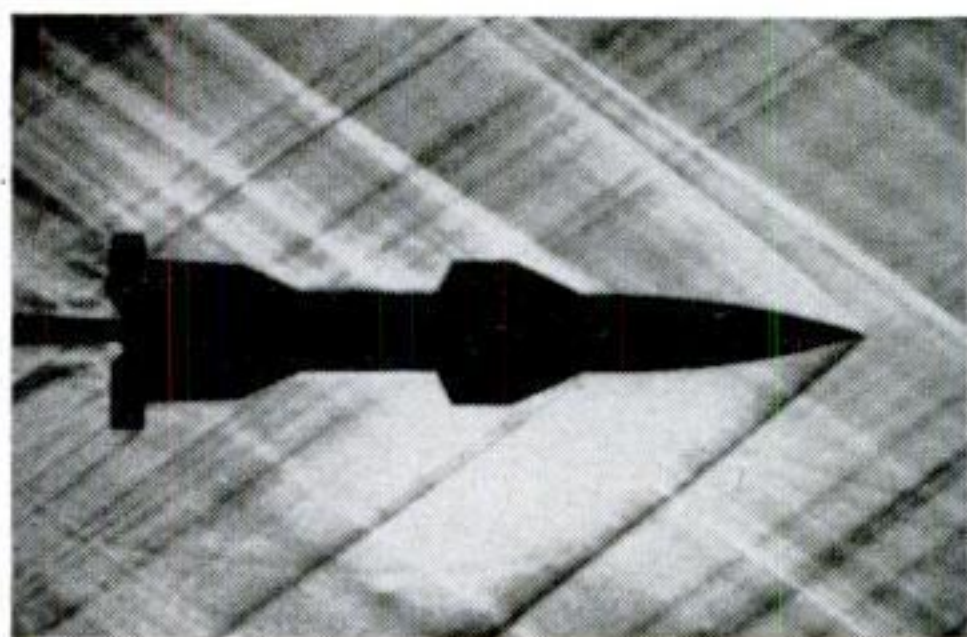


1847 ROGERS BROS.
America's Finest Silverplate



COPYRIGHT 1950, THE INTERNATIONAL SILVER CO., MERIDEN, CONN.

SCIENCE



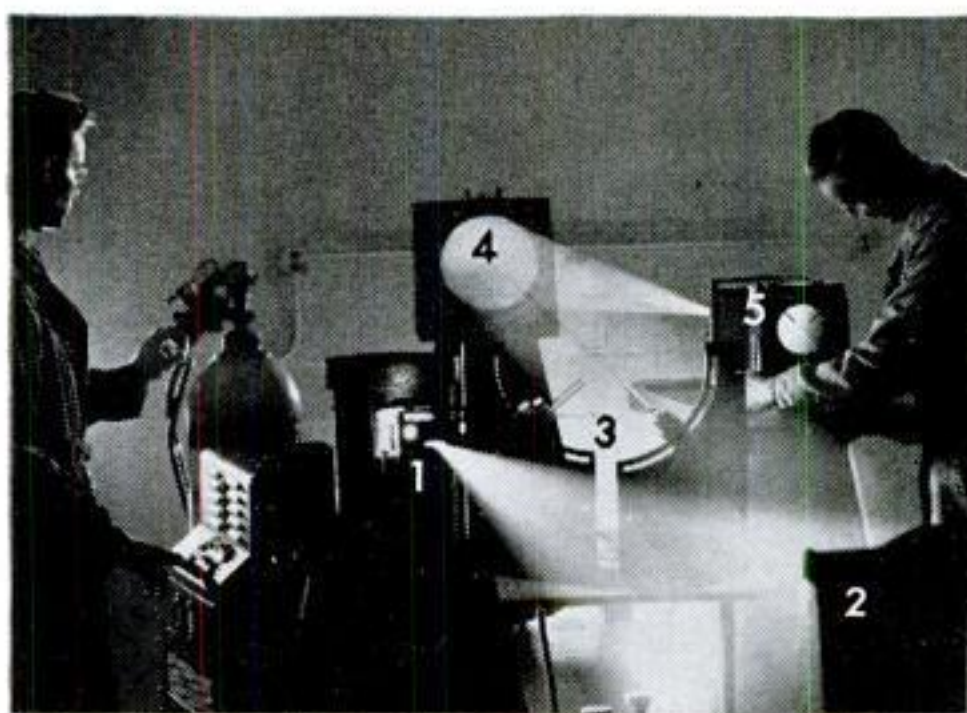
SHOCK WAVES around guided missile model in wind tunnel are shown in conventional Schlieren photograph.

PHOTOGRAPHING THE INVISIBLE

Unseen waves of heat and pressure are revealed by Schlieren camera

The spectral picture at right, which suggests a voluptuous female genie rising from some modern Aladdin's lamp, is actually a photograph of invisible heat waves around a gas flame. The picture was made by the so-called Schlieren apparatus, an ingenious system of screens and mirrors (*below*) whose singular scientific purpose it is to make visible the invisible.

In its serious applications Schlieren photography is widely used by aircraft designers to determine the pattern of shockwaves formed around models in supersonic wind tunnels. It permits engineers to observe visually the flow of heat from radiators and of air from ventilating fans. Chemists use it to study the combustion of fuels. But the Schlieren camera can also be put to the humbler though no less fascinating task of revealing the strange configurations of waves and vapors that exist unseen around many ordinary looking objects. At the Battelle Memorial Institute in Columbus, Ohio, where the apparatus is being used to study the still unsolved problem of turbulence in jet fuel injection, scientists took time out from their professional duties to train their Schlieren camera on other subjects, shown on the next page.



IN SCHLIEREN CAMERA light from slit (1) is reflected in parallel rays from parabolic mirror (2) through object to be photographed (3)—in this case a jet spray. Pressure of spray sets up waves of different density in surrounding air which refract and bend some of rays. Rays then hit second mirror (4), which focuses them through diaphragm onto glass plate (5) where they form image.



ECTOPLASMIC NUDE is formed by swirling heat waves sent up from a Bunsen burner flame (*bottom*).

Heat, like pressure, causes air disturbance which, though invisible, can be photographed by the Schlieren method.

It's Smooth..It's Delicious

It's *Arrow*
BLACKBERRY
FLAVORED
BRANDY

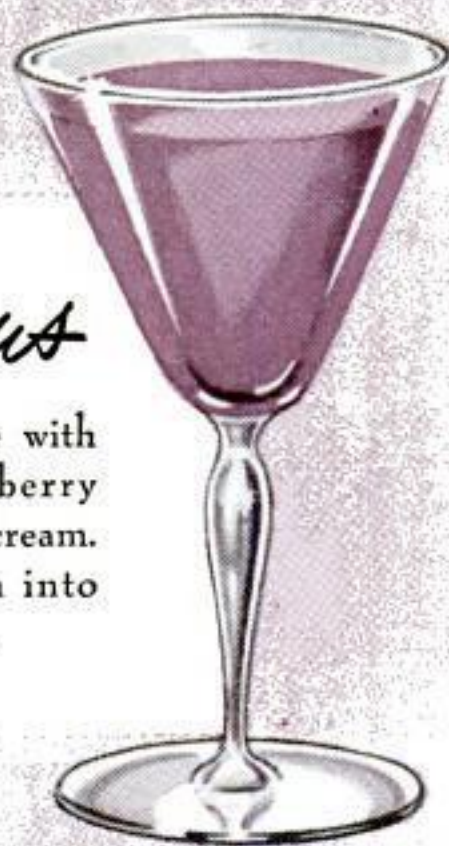
It's Smooth

...The fine character of luscious fruit makes Arrow Blackberry Flavored Brandy a favorite of those who enjoy it straight.



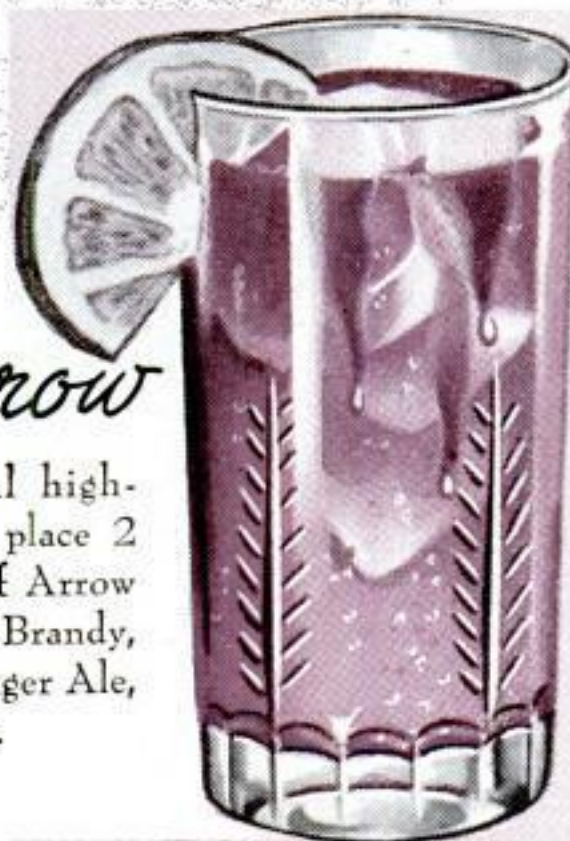
It's Delicious

... a pleasing cocktail made with 2/3 parts Arrow Blackberry Flavored Brandy, 1/3 part cream. Shake in shaved ice, strain into cocktail glass.



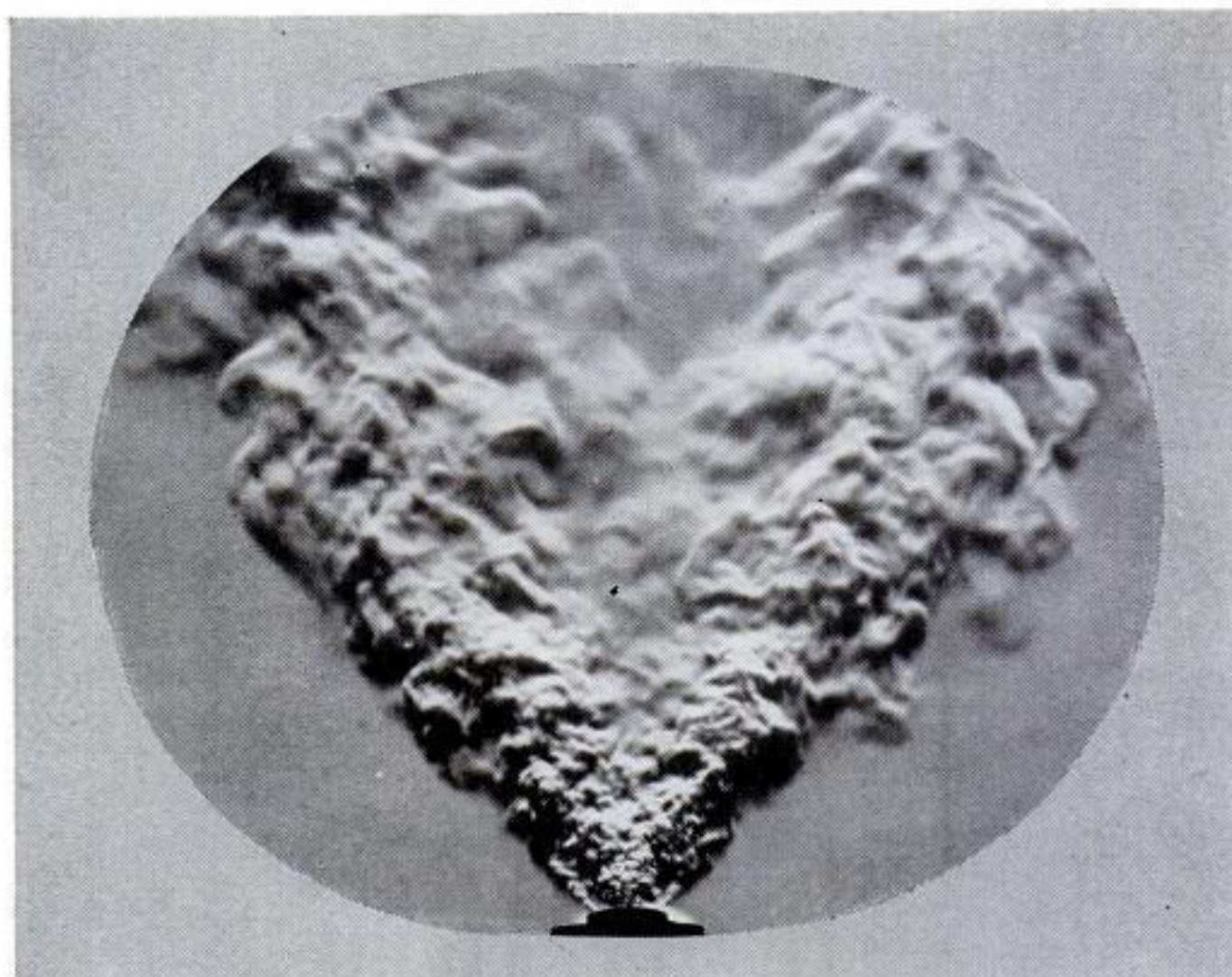
It's Arrow

... for a delightful high-ball. In long glass, place 2 cubes ice, a jigger of Arrow Blackberry Flavored Brandy, fill with Seltzer, Ginger Ale, Cola or other drink.



ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN - 70 PROOF

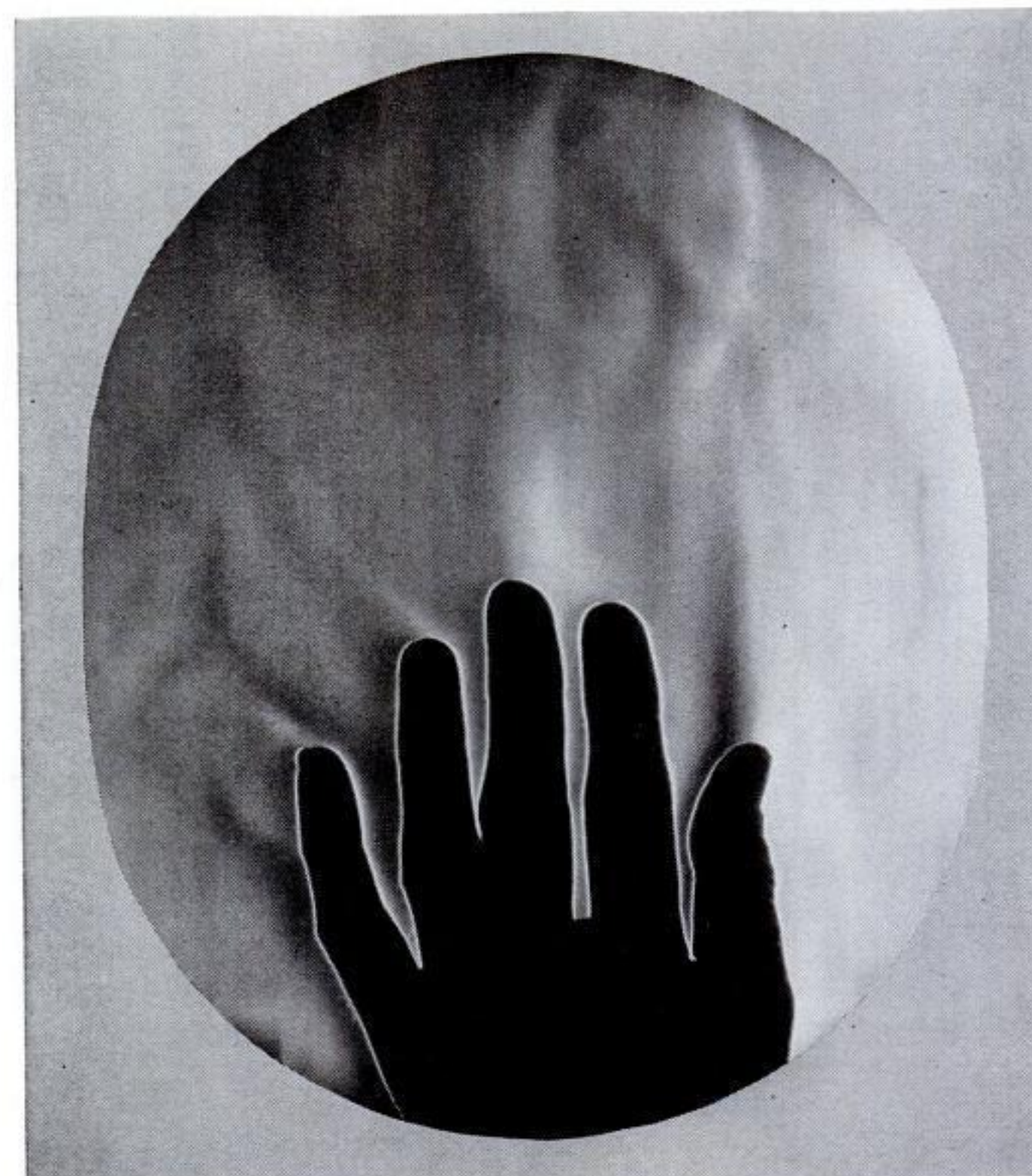
Invisible Made Visible CONTINUED



PRESSURE from the fuel injector of a German V-2 rocket caused this geometric pattern. This and other pictures were taken at 13 millionths of a second.



VAPOR from acetone, a common base for nail polish remover, is ordinarily invisible but can be photographed because its density differs from that of air.



HEAT from a human hand, though extremely slight, makes air currents that can be seen on Schlieren screen. Demonstration proves sensitivity of method.

Flying Horsepower!



Continually **NEW** **Mobilgas Special**

IT'S TRUE, LITERALLY TRUE, we've made 17 different improvements in gasoline quality just since the end of the war—improvements that make Mobilgas Special continually new—unexcelled for all-round premium quality. You get *maximum car power*: high anti-knock performance—quick, sure starts—protection against

stalling, excessive dilution, gum and carbon troubles—maximum mileage economy. And more improvements are coming all the time! Try continually new Mobilgas Special—test it in your car. Prove your Mobilgas dealer's reputation "*best at providing gasoline that gets the best out of your car!*"

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION





"FROGGIE WENT A-COURTIN'," sings Lucy Ransdell (center). *"He did ride! Sword and a pistol by his side. Asked Miss Mouse if she'd be his bride."* At a party

Lucy charms her small guests with this ditty, acting it out with frog and mouse dolls. With gallant effort she hides her own anxiety, knowing that her home is up for auction.

"THE WISTERIA TREES"

Helen Hayes shines as a transplanted Chekhov heroine

Twenty-two years ago as a budding Southern belle, Helen Hayes made her first big dramatic hit in *Coquette*. Last month as a full-blown belle in *The Wisteria Trees* Miss Hayes spoke again in Dixie cadences and gave the most radiant and resourceful performance of her career. As a Southerner she is so winning that, had she been around, she might easily have won the Civil War.

Her new play is the much discussed adaptation by Joshua Logan (coauthor of *Mister Roberts*, *South Pacific*) of Chekhov's famous *The Cherry Orchard*. Logan transferred the play's action from the crumbling estate of Russian aristocrats to a crumbling Louisiana plantation. Where Chekhov presaged the momentous Russian revolution, Logan chronicles a more peaceful social change and his play is primarily a beautifully acted family album piece, centering around Helen Hayes in the part of Lucy Ransdell. After five years in Paris nursing a sick lover, Lucy returns to her run-down ancestral home, which she adores especially at wisteria time (*opposite page*). She is too impractical to realize she will lose her plantation unless the parasitic wisteria, which has overrun the estate, is cut down so the land can be rented out as small farms. In telling this personal tragedy, Logan has made a free and tender adaptation. Lacking Chekhov's unique gift for static drama, he has inserted more conventional comedy and romance. But his play has attracted record-breaking audiences and is Broadway's big spring dramatic hit.



"PUT THIS LITTLE CAPE ON," says servant (Alonzo Bosan) to Lucy's brother (Walter Abel), who has been raised by the ex-slave and makes faces at him like a child.



GENUINE REGISTERED
Keepsake
DIAMOND RINGS

Perfect way to say "I love you"

For the happiest day in your life, choose love's most treasured symbol
... a Keepsake Diamond Ring.

Keepsake brings you the special pride of knowing your ring was chosen to receive the 1950 Fashion Academy Gold Medal for "exquisite design and brilliant fashion styling."

Today, more than ever, Keepsake is the diamond ring most wanted and admired. Not only for "gold medal" styling but for guaranteed high quality in color, cut and clarity, confirmed by the Keepsake Certificate, signed by your jeweler and Keepsake.



Ask your trusted Keepsake Jeweler to show you the award-winning Keepsake collection. If it's a Keepsake, the name is in the ring, and the words "guaranteed registered perfect gem" are on the tag.

A. CAMERON Ring 200. Also 150 and 250. Wedding Ring 12.50. B. WESTWOOD Ring 125. Wedding Ring 50. C. EVE Ring 400. Wedding Ring 125. ★ Man's Diamond Ring 100. Available at 75 to 250 to match all engagement rings. All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings enlarged to show details.

For the name of your Keepsake Jeweler, call Western Union and ask for Operator 25.

FREE: Useful 20-page book, "The Etiquette of the Engagement and Wedding." Also the name of your Keepsake Jeweler and special gift offer of beautiful 48-page "Bride's Keepsake Book." Write Dept. L-3, A. H. Pond Co., Inc., Syracuse 2, N. Y.

AMSTERDAM

ANTWERP

• HOME OFFICE, SYRACUSE, N. Y.

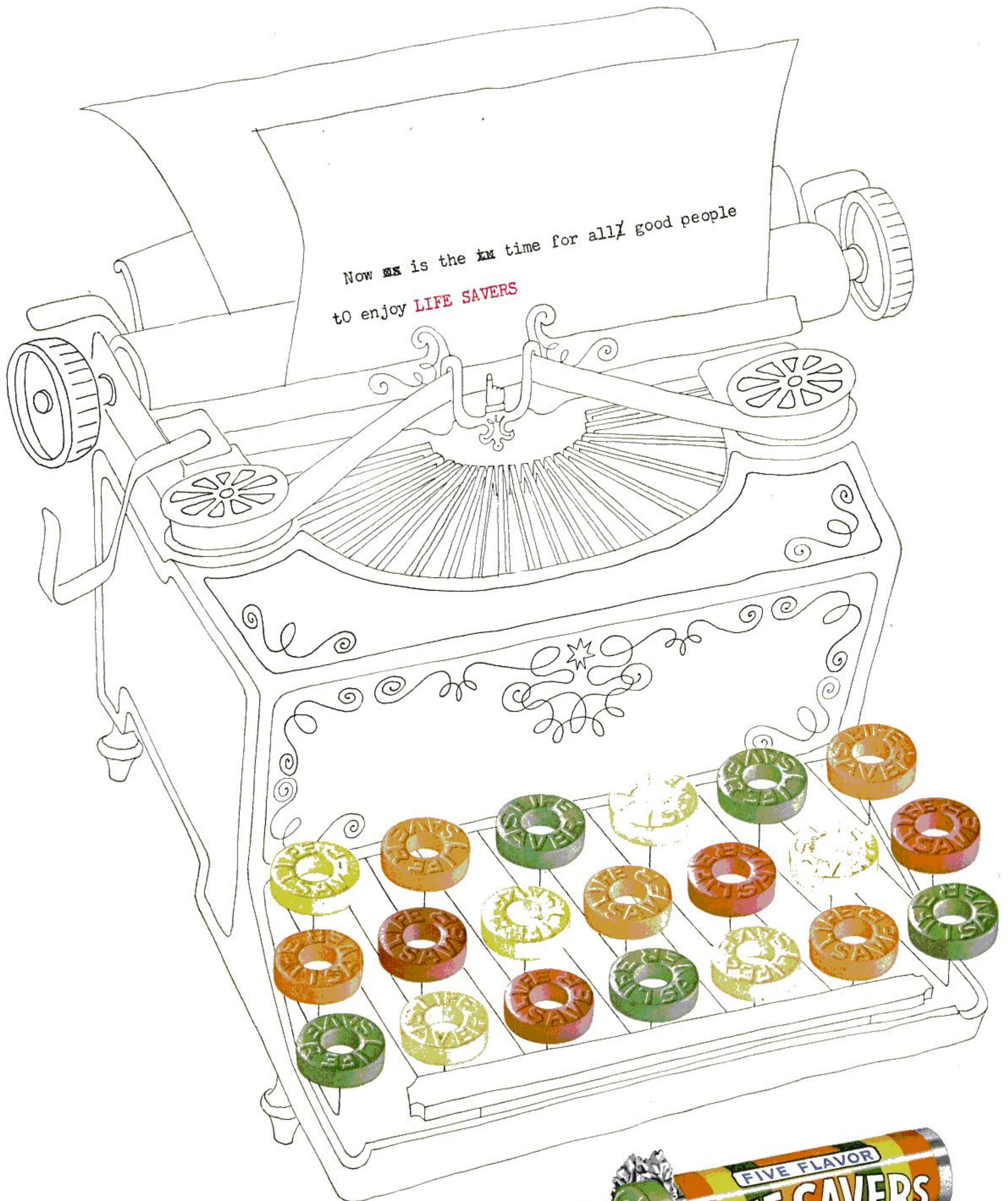
"Wisteria Trees" CONTINUED



ARRIVING HOME, Lucy sips coffee with her cousin and brother, who is always fingering dice. Yancy Loper (Kent Smith, right), a poor white who has become a rich landowner, tries to warn Lucy that she will lose her plantation.



LEAVING HOME after her estate is auctioned off to Yancy, Lucy muses with her brother in the nursery where they grew up together. Yancy wants to marry Lucy, but she has declined and is off to resume her exile in Paris.



The candy with the hole



...only 5¢



c'mon in ... the wearing's fine

Completely washable! They take to water like a mermaid. We're talking about the new—and we mean *new!*—Van Gab sport shirts. *Gabardine*... like you've never seen! *Silky-smooth gabardine*... with a new luxurious softness! *Finer-woven gabardine*... that wears and wears and wears! We've tailored this fine fabric with famous Van Heusen magic seamanship. Full-cut for action... figure-tapered for looks! Shown here is famous California Lo-No model with exclusive two-way collar... smart with or without a tie. Completely washable, stays size-right, color-fast. **\$4.95** See Van Gab gabardine in other smart models—\$2.95 to \$5.95

The ties: Van Heusen Washable Poplin in 100% Nylon, 18 solid-color Sportones...\$1.50 each. Phillips-Jones Corp., New York 1. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts



Look at those collars again! California Lo-No with "Fadeaway Collarband". Looks, fits right... with or without tie.

Season's biggest splash of color with 21 bright, new washable "Aquashades".



Van Heusen

REG. U. S. P. M.

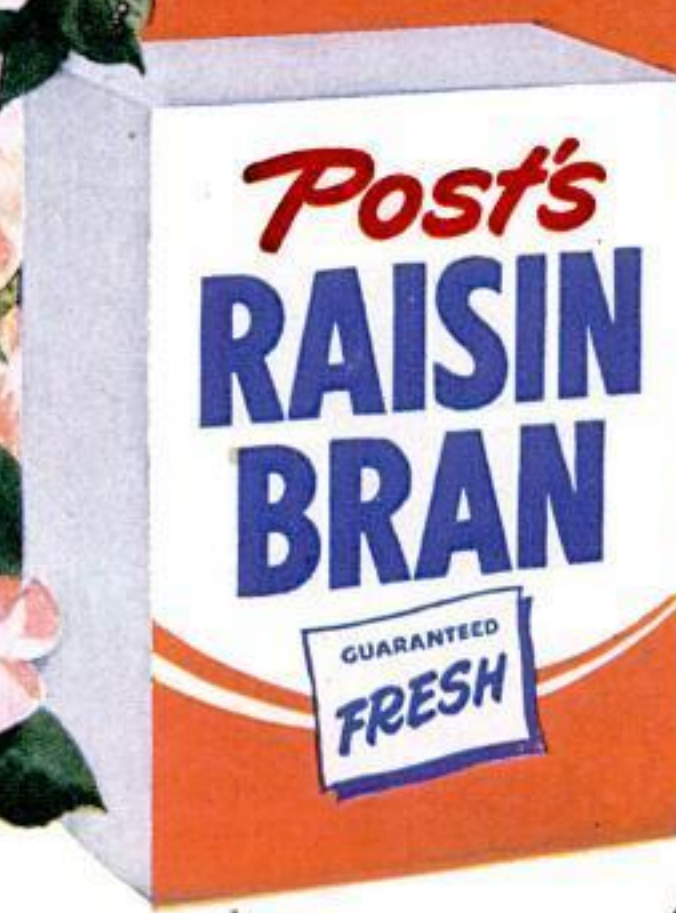
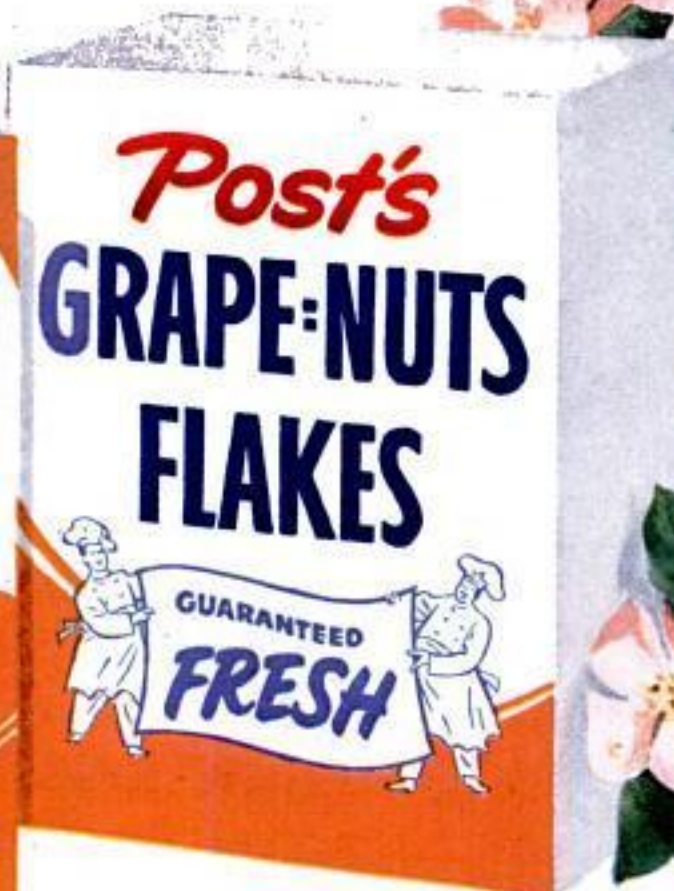
new Van Gab Sport **Shirts**... Completely washable... \$4.95

Now **Post** Brings You Cereals

GUARANTEED FRESH!

New "TRIP-L-WRAP" Package
means Fresher, Better Cereals!

THE MOST DELICIOUS CEREALS ever made won't taste good if they reach your table stale and limp. That's why Post's new triple protection means so much to your enjoyment! Post's new Trip-L-Wrap "Keep Fresh" Package actually *guarantees freshness* because it guards the first fresh crispness and delicate flavor so amazingly. Try one of the famous Post Cereals today—and taste for yourself what a difference *guaranteed freshness* makes! Triple your money back if they're not as fresh as any cereals you ever ate!



Products of General Foods

Blouses Under \$5

Spring's best buy offers high styles at low prices

Nobody can equal U.S. blouse makers when it comes to beating the high cost of high style. Requiring little cloth or labor, the industry, whose sales have jumped 600% in a decade, prides itself on the speed with which expensive originals by top French and American designers can be inexpensively reproduced. A tab-front weskit, inspired by a Dior model, appeared in a New York newspaper's fashion section on Sunday, priced at \$35. Next day the copy below was made and ready to sell at \$4.95. The large variety of tops shown on these pages and the cover can be combined with appropriate skirts, shorts or slacks to provide an inexpensive wardrobe for almost all occasions, from a beach party to a ball.



TAB-FRONT WESKIT in piqué costs \$4.95 (Famous Creations), is a fast imitation of a Dior model.



HORSESHOE NECKLINE introduced by Dior is feature of this blouse that costs \$3.95 (Famous Cre-

ations). It makes expensive-looking costume with a black skirt, velvet cap (Madcaps, \$6.95), carnations.



"This LIQUEFIER-BLENDER
does the most amazing things!"

Osterizer

MADE BY OSTER



PUREES FOODS FOR BABY!
MAKES FROZEN DESSERTS!
LIQUEFIES RAW VEGETABLES!
POWDERS GRANULATED SUGAR!
BEATS FLUFFIEST OMELETTES!

\$34⁹⁵
with chrome base, \$39⁵⁰

Guaranteed by
Good Housekeeping
as advertised therein

GUARANTEED
Oster
QUALITY

Exclusive features

Make Osterizer Easier, Handier to Use

Only Osterizer has the easy-to-clean,
easy-to-empty glass container that
opens at both ends.



Only Osterizer is threaded to fit any
standard mason jar in place of reg-
ular glass container if desired.

Imagine—one appliance that chops nuts, shreds
coconut, churns butter, grates cheese, whips
cream, crushes crackers or ice, blends milk
shakes, makes wonderful cocktails—even grinds
coffee! No special attachments needed, either—
just flip the switch and let 'er go! Great fun for
the whole family to use. The Osterizer is sure to
become the most used and useful appliance in
your kitchen. It revolutionizes meal making.

Other useful and unusual Electric Home Appliances by Oster



Oster Airjet
The Only Hair Dryer
with Jet Design, \$14.95
Blows hot or cold air at
the flip of a fingertip
switch. Hold it or stand
on table; tilts to conven-
ient angles.



**Oster STIM-U-LAX
Junior**
World's Finest Massage
Instrument, \$24.50
Only OSTER'S exclusive Sus-
pended Motor Action deliv-
ers rotating-patting move-
ments of Swedish-type
massage to the fingertips.



Osteretti
Mash Potatoes—
Mix a Cake
2 Beater Portable Electric
Mixer \$14.95
No other mixer is so
handy, so powerful, and
so easy to use for every
food mixing job.

SEE OSTER APPLIANCES DEMONSTRATED AT YOUR FAVORITE APPLIANCE OR DEPARTMENT STORE

JOHN OSTER MANUFACTURING COMPANY • RACINE, WISCONSIN



STRIPED SHIRTWAIST has a family resemblance to orthodox suit blouse
but lack of sleeves is new this year. It costs \$4.95 in woven cotton (Textron).



BRETON SAILOR'S MIDDY inspired this street blouse. It has popular
stand-up collar, a detachable red and white striped dickey (Rhoda Lee, \$2.95).

CONTINUED ON PAGE 78

Westinghouse

Announces

The World's First and Only Fully Automatic

FROST-FREE

Trade Mark

U. S. Patents Issued
Nos. 2,459,173 and 2,324,309

REFRIGERATOR

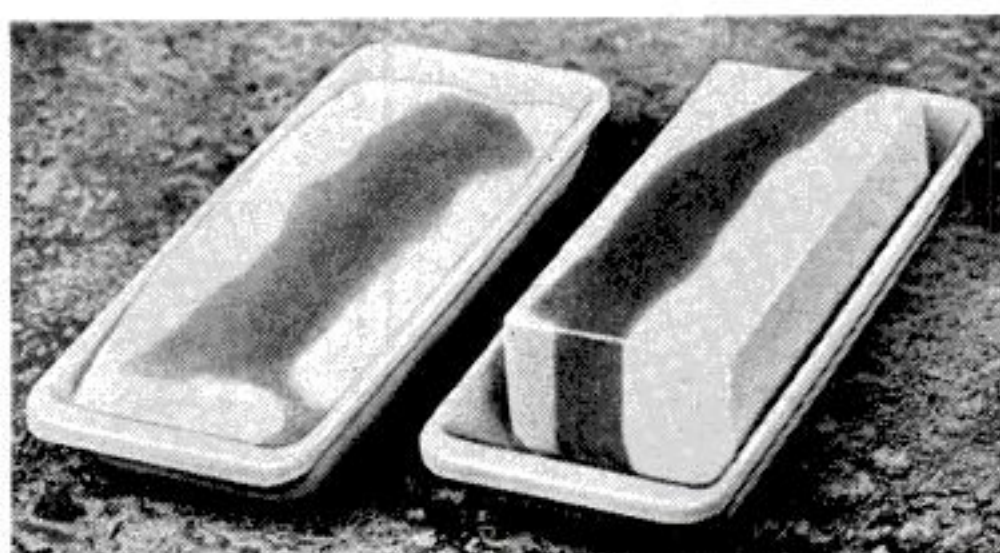
It's Here! The Only Refrigerator
That *Automatically* Defrosts Itself...
Automatically Disposes of Defrost
Water... Does It So Fast Even
Ice Cream Stays Hard

This is it! The greatest refrigerator development in the last 20 years. Now, for the first time, you can *truly* forget all about defrosting. With the revolutionary new Westinghouse "FROST-FREE" Refrigerator you can wipe the word . . . and the work . . . right out of your mind.

Think what that means. No more frost to scrape . . . no more water to carry and empty, and no more floors to mop when it spills . . . no more melting and refreezing of ice cream and frozen foods, they never get a chance to thaw . . . no more food to remove and replace again . . . no dials to set or clocks to turn.

In fact, with this great "FROST-FREE" Refrigerator, all you have to do is put it in your kitchen . . . and use it!

The new, fully automatic "FROST-FREE" Refrigerator is simplicity itself in operation. You see, every time your Refrigerator door is opened, warm, moist air flows in. This warm, moist air is what causes frost. When the door has been opened 60 times, the first thin layer of frost starts to form. So, the "FROST-FREE" system *automatically* counts the door openings. After the 60th door opening, it swiftly and *automatically* wipes out every trace of frost. Does it so fast . . . that the temperature of your foods changes practically not at all. Since the Freeze Chest normally operates at zero, your frozen foods, ice cubes, and even your ice cream, stay brick hard *always*.



The Amazing Story of Two Identical Bricks of Ice Cream

Ice cream on right went through a defrosting cycle in the new "FROST-FREE" Westinghouse. It came out as you see it here . . . still hard, the two flavors still separate and rich.

The ice cream on the left went through ordinary "automatic" defrosting in a refrigerator equipped with a defroster. The camera tells what happened. The ice cream had melted, flavors ran together. The ice cream lost its shape, flavor, richness and appetite appeal.

What happens to the frost water? There's very little of it, and that little is *automatically* evaporated . . . quickly. As far as you're concerned, the defrost water does not exist.

This "FROST-FREE" Refrigerator works less . . . and so does your budget! Since frost never really forms in this amazing new Refrigerator, there's no accumulated frost-resistance to combat. As a result, the Westinghouse Economizer Mechanism operates at peak efficiency . . . and costs less to run.

Fully automatic defrosting is only part of the story. You get all these marvelous features, too, in the great new "FROST-FREE" Refrigerator:

- An Automatic Butter Keeper that keeps a half pound of butter just right for spreading.
- A Meat Keeper that automatically keeps meat at just the right temperature . . . and keeps it that way for days if you don't want to freeze it in the Freeze Chest.
- Two Humidrawers that automatically maintain the right temperature and humidity to keep fruits and vegetables fresh and crisp.
- It even has an automatic door closer, in case you forget to close it yourself.
- And a Sterilamp® germicidal light guards against transfer of food odors, protects health and insures cleanliness.

In every way, this new "FROST-FREE" Westinghouse is today's last word in modern refrigeration.

All Westinghouse Refrigerators Have

COLDER COLD

For Safer, Surer, Food Keeping

COLDER COLD means lower temperatures in the Freeze Chest to freeze foods faster . . . to make ice cubes quicker . . . to keep frozen foods safely frozen. At the same time, you get safe, steady cold in the Main Food Compartment, even with zero cold in the Freeze Chest . . . and sure, moist cold in the Humidrawers.

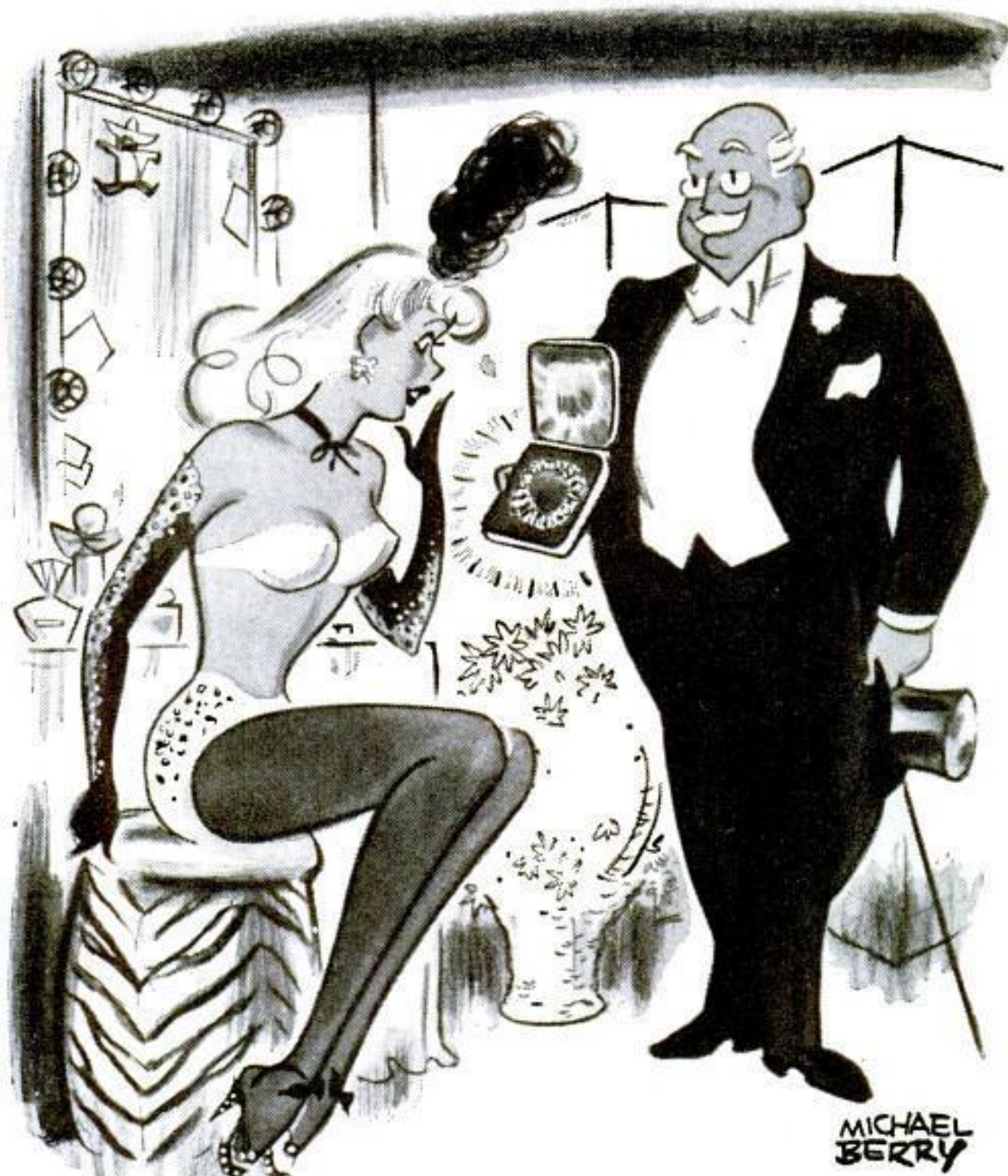
WESTINGHOUSE ELECTRIC CORPORATION
APPLIANCE DIVISION • MANSFIELD, OHIO

SEE THE REVOLUTIONARY NEW "FROST-FREE"
AND THE OTHER GREAT NEW WESTINGHOUSE
REFRIGERATORS AT YOUR RETAILER'S NOW

PRICES START AT \$189.95

SEE T-V's TOP DRAMATIC SHOW . . . "STUDIO ONE" . . . EVERY WEEK

YOU CAN BE SURE..IF IT'S Westinghouse



"FOR ME...MR. MURDOCK? JUST FOR TELLING YOU ABOUT MENNEN SKIN BRACER?"

Its He-Man Aroma
WOWS
The Ladies!

Helps Heal Tiny Razor Nicks!
And its "Wake-Up" Tingle Never Burns

LARGE 5 OZ. BOTTLE 49¢

GIANT 12 OZ. BOTTLE 98¢



**NEW
LOW
PRICE!**



Get Giant Tube
Regularly 49¢

**NOW ONLY
43¢**

More doctors who specialize in care of the skin use
Mennen Brushless than all other brands combined.

Blouses under \$5 CONTINUED



TUBE TOP for evening or beach is elasticized (Wilroy, \$1.95). The blouse trade calls this an "item" as distinguished from conventional blouses.



SLIP TOP, so plain it looks like a chemise, ties with shoestring straps. It comes in white, black, lime, tangerine, navy piqué (H. Weinstock, \$4.95).



SHEER TOP of checked dimity has piqué collar and cuffs and dropped shoulders that call attention to its Gibson girl sleeves (Glenwear, \$2.95).



STRAPLESS TOP of tangerine piqué, with a halter worn here as a neck ribbon, is best used with full skirts for evening wear (H. Weinstock, \$3.98).

"I lived in Milwaukee, I ought to know..."

**Blatz is Milwaukee's
Finest Beer!**

says *Uta Hagen* famous star of
"Streetcar Named Desire" and many other Broadway hits.

• "Wisconsinites like me are used to fine beers,"
says Uta Hagen. "Because Milwaukee is America's premium
beer capital, we always have our choice of the
best. And, like most Milwaukeeans, I choose Blatz.

It's Milwaukee's *finest* beer!" Yes, official figures
show that Blatz is the largest-selling
beer in Milwaukee and in all Wisconsin, too!

Try Blatz Beer today!



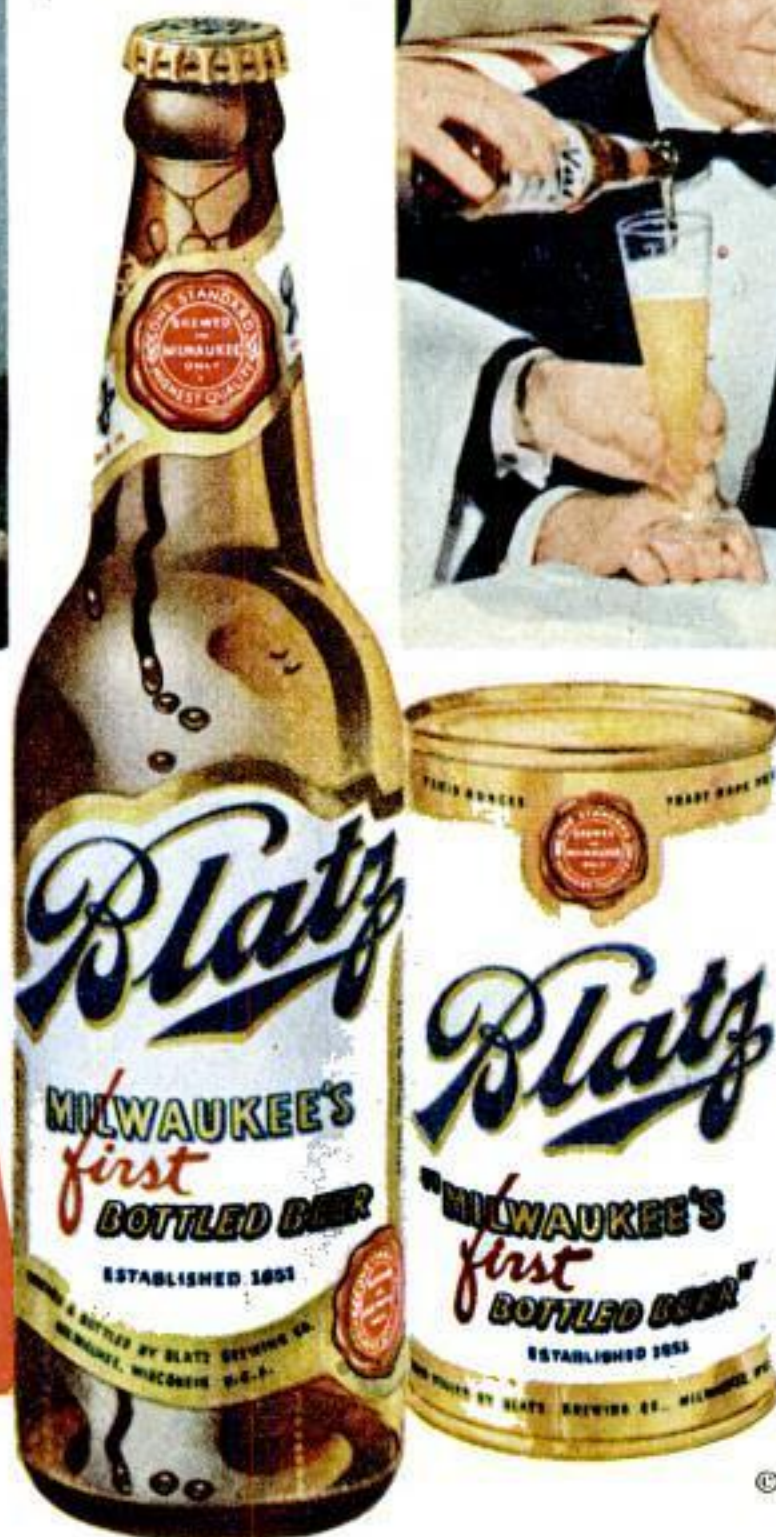
Uta Hagen's career includes teaching theatre classes, directing experimental productions, playing the piano. She also loves to cook. "My refrigerator is always crowded with good things to eat—and plenty of Blatz Beer, too!" says Uta.



Take a tip from Uta Hagen. Ask for Blatz Beer at your favorite club, tavern, restaurant, or neighborhood store. Remember Blatz is Milwaukee's *finest* beer!



**TUNE IN
DUFFY'S TAVERN**
Thursday Evening,
9:30 E. S. T., N. B. C.



**Blatz is Milwaukee's
First Bottled Beer!**

© 1950, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

One of the most remarkable
in the history of



1915



1916



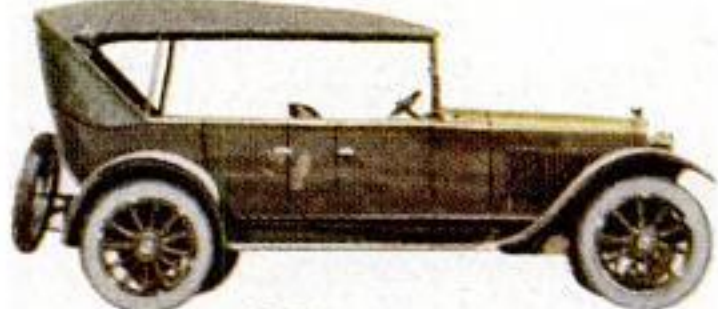
1917



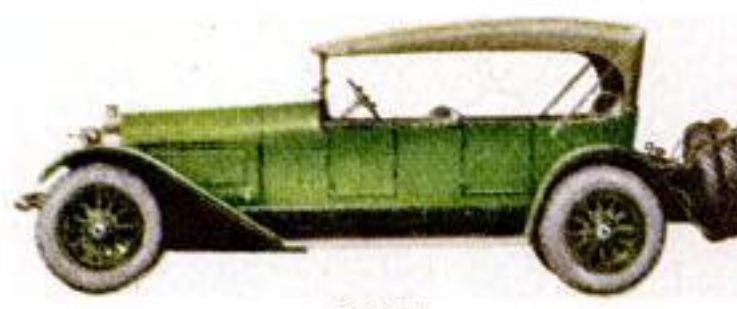
1918



1923



1924



1925



1926



1932



1933



1934



1935



1936



1941



1942



1943



1944



1945

Again in 1950 ... as in every single year

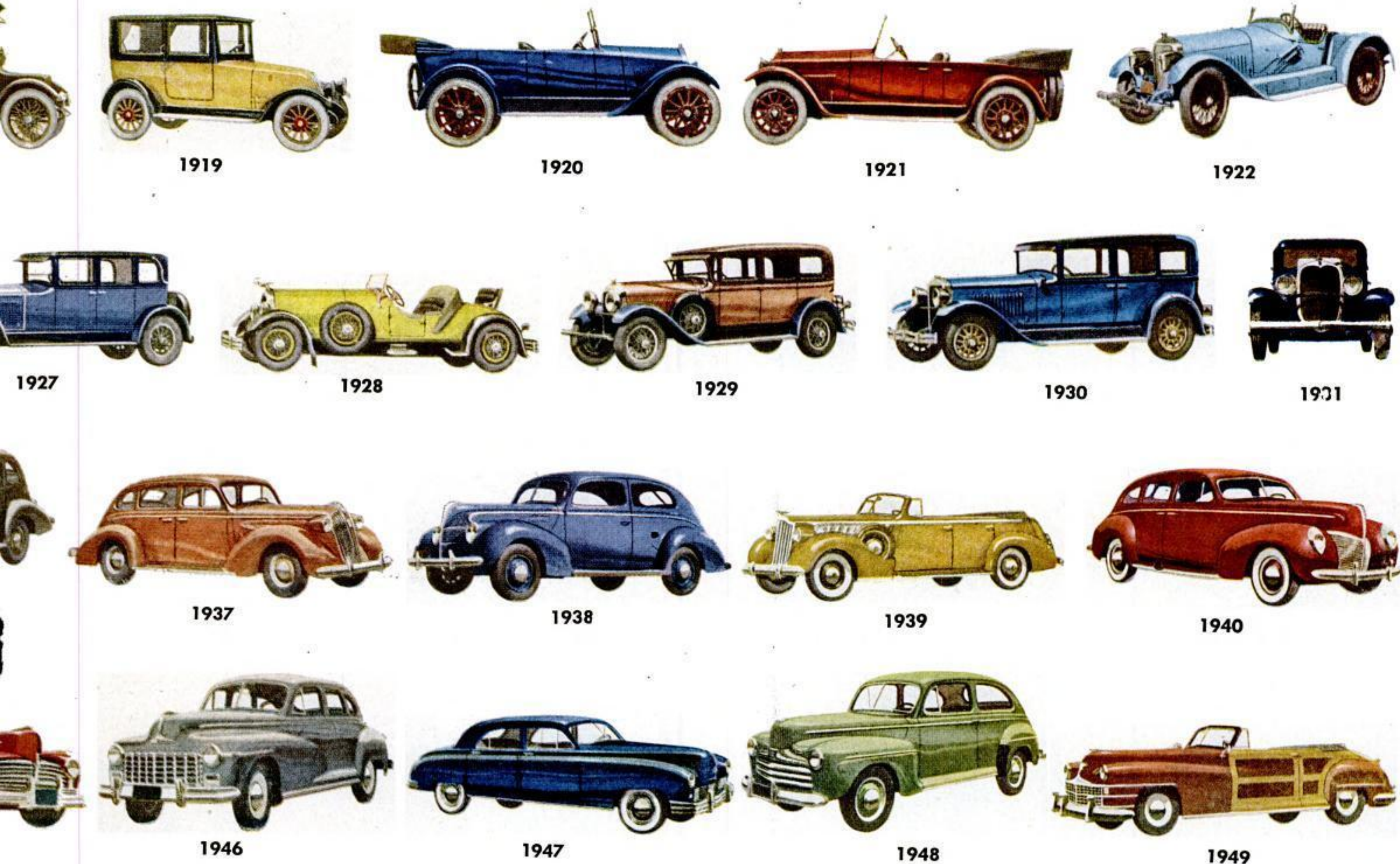
MORE PEOPLE RIDE ON GOODYEAR TIRES

GOODYEAR

SUPER-CUSHION T.M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

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kable votes of confidence American industry




ear for the last 35 years:

THAN ON ANY OTHER KIND

AR

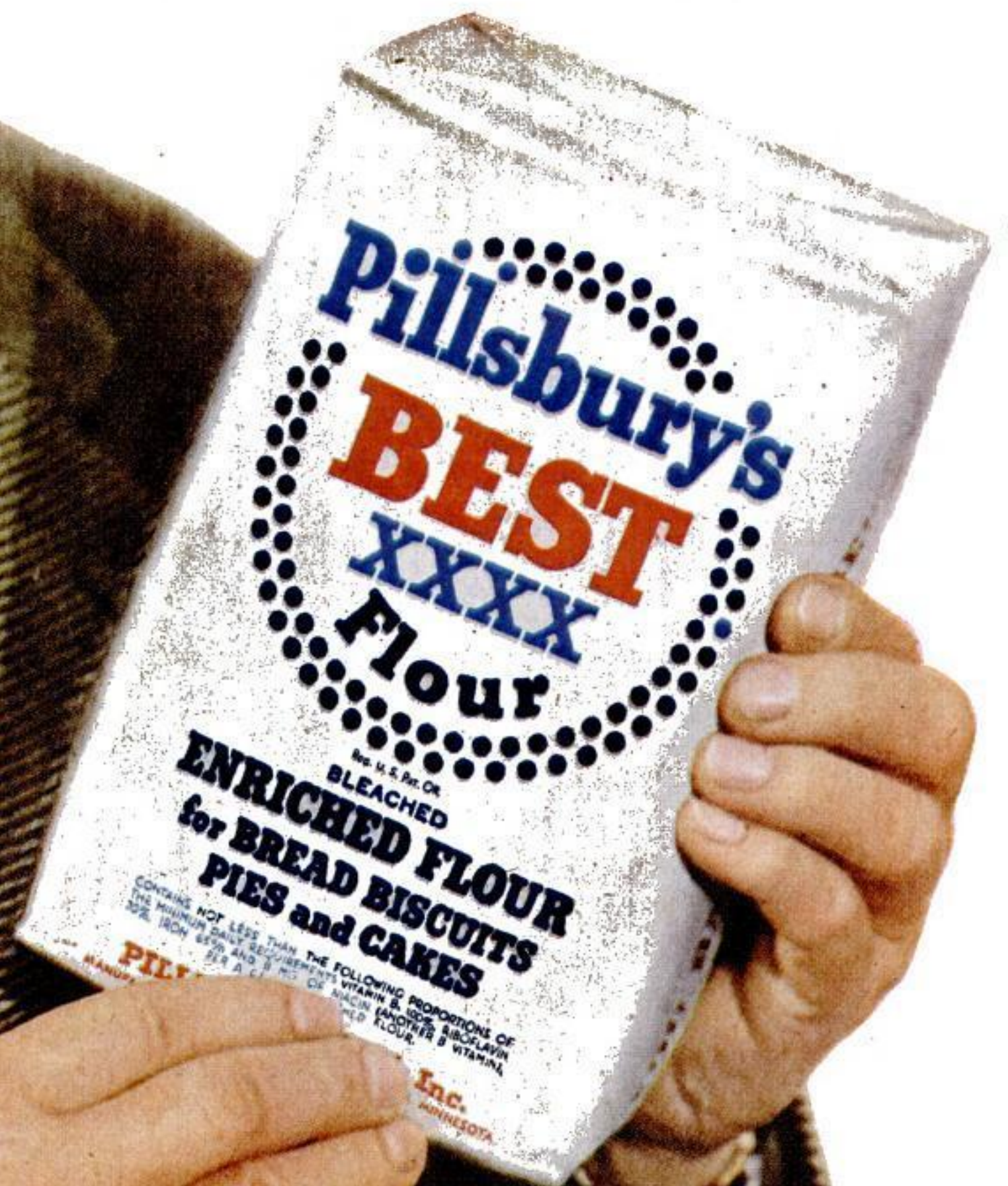
THE SUPER-CUSHION: Preferred by leading car makers and the public over all other low-pressure tires, the Super-Cushion is an important reason for Goodyear's continued leadership.





"I went to the Grand National Bake-off
at the Waldorf _ and saw Phil Pillsbury
pay a girl from Detroit **\$50,000** for
just **one** of the recipes now in this
little old bag."

9 PRIZE-WINNING RECIPES NOW IN EVERY BAG The recipe referred to by Mr. Godfrey is the first prize winner in the recent Pillsbury Grand National Recipe and Baking Contest at the Waldorf-Astoria in New York. Recipes for all nine of the top prize winners are now in all sacks of Pillsbury's Best Flour.



Arthur Godfrey now on CBS for Pillsbury

10:15-10:30 A.M.-E.S.T. • EVERY OTHER WEEKDAY



AS THE HEROINE OF A BRITISH "WESTERN," BEA LILLIE SIGHTS HER LORNETTE-EQUIPPED SIX-SHOOTER

\$1,500-A-MINUTE PROGRAM

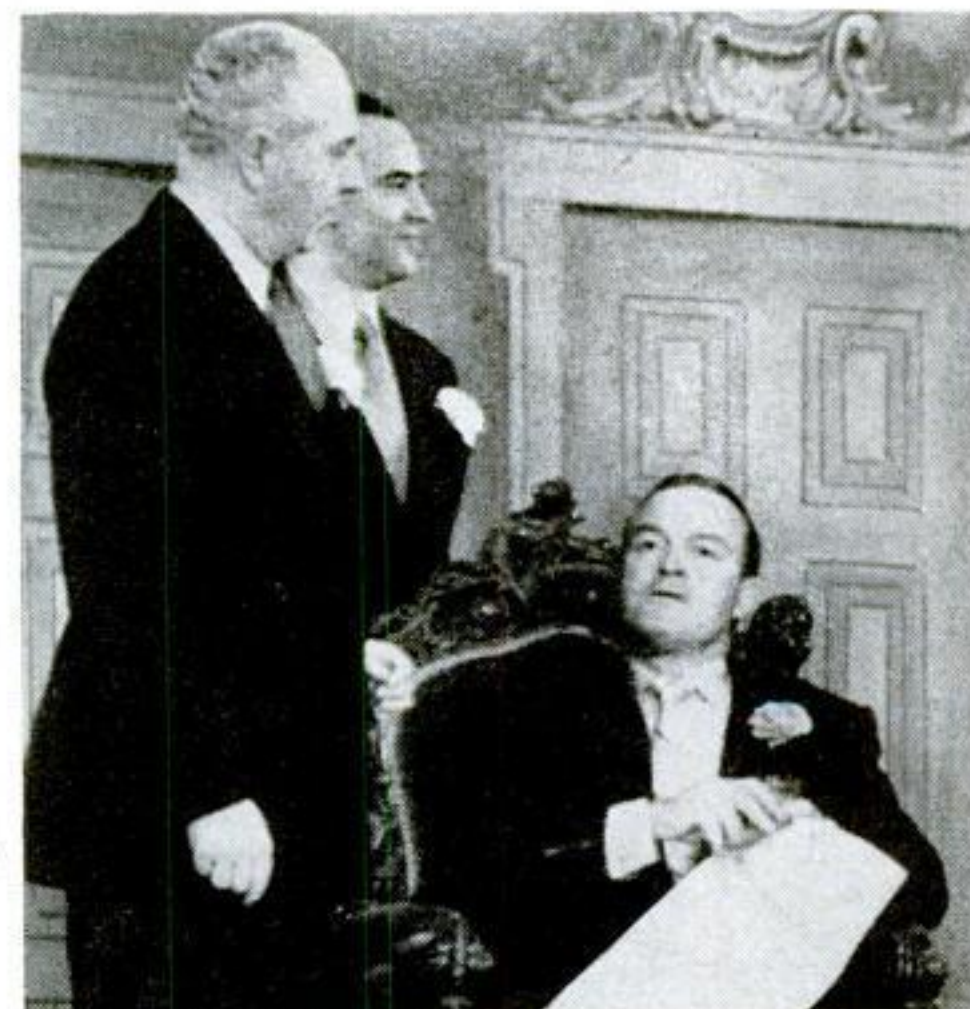
Bob Hope makes long-awaited debut on TV's most expensive production, but Bea Lillie steals his show



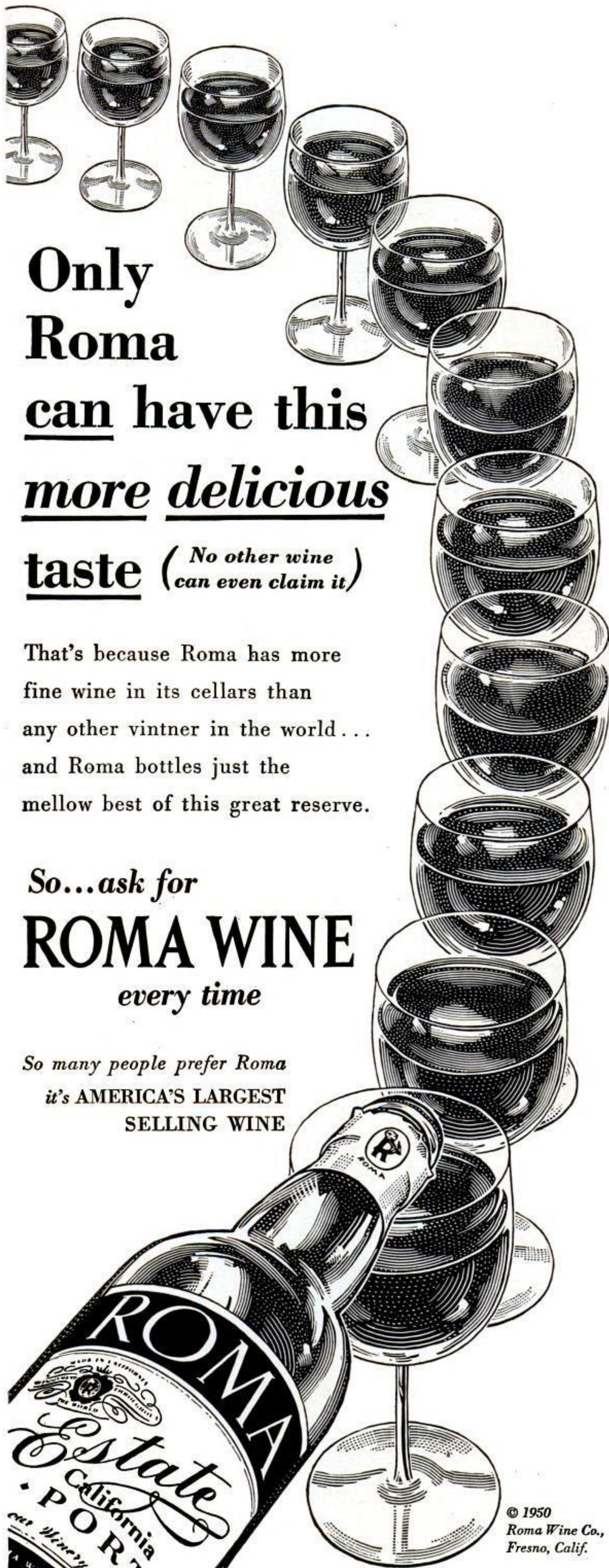
TOP BRASS, NBC's President McConnell (left) and Board Chairman Trammell, laugh with Dinah Shore at Hope's spoof of network's talent warfare (opposite).

Bob Hope last week took the fateful step that radio's other top comedians have been reluctant to take—he took on a television program. In the most trumpeted TV debut yet staged, Hope headed up an NBC variety show that ran for 90 minutes at a record cost of \$1,500 a minute. The event was a triumph for the TV tycoons who had tried many blandishments to lure him into their camera-lined den. Hope, one of the motion pictures' No. 1 box-office attractions and TV's biggest catch to date, finally was hooked with a relatively simple device—\$40,000 a show to do five shows this year.

Hampered by a technician union's slowdown which ruined rehearsals and by gag material which was better suited for radio than TV, the usually irrepressible Hope seemed subdued and uncertain in his new medium. But Beatrice Lillie, one of the guest stars, helped him give the show real pace and sparkle. Her face and delivery were so funny that even an experienced scene-stealer like Bob Hope had his own show stolen right out from under him.



TOP TALENT in skit is treated royally by actor (left) impersonating NBC President McConnell. Once Hope signs, the buttering-up process abruptly turns rancid.



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Hope's TV Debut CONTINUED



IN THE FAR NORTH, doing giggly interpretation of *Baby, It's Cold Outside* with Singer Dinah Shore, Eskimo Bobu Hope opens the door of igloo set on blizzard raging outside. As a gag, he had to mention the storm three times and finally rap on the wall to get stagehands to throw prop snow in his face.



IN THE FAR WEST, in take-off of British version of American wild West film, Hope as Dragalong Cavendish prepares to shoot it out with Douglas Fairbanks Jr. who plays Smelly Pete, a bad hombre. Prize involved is lorgnetted Bea Lillie. Dragalong wins duel, but in true Western style Bea remains unknissed.

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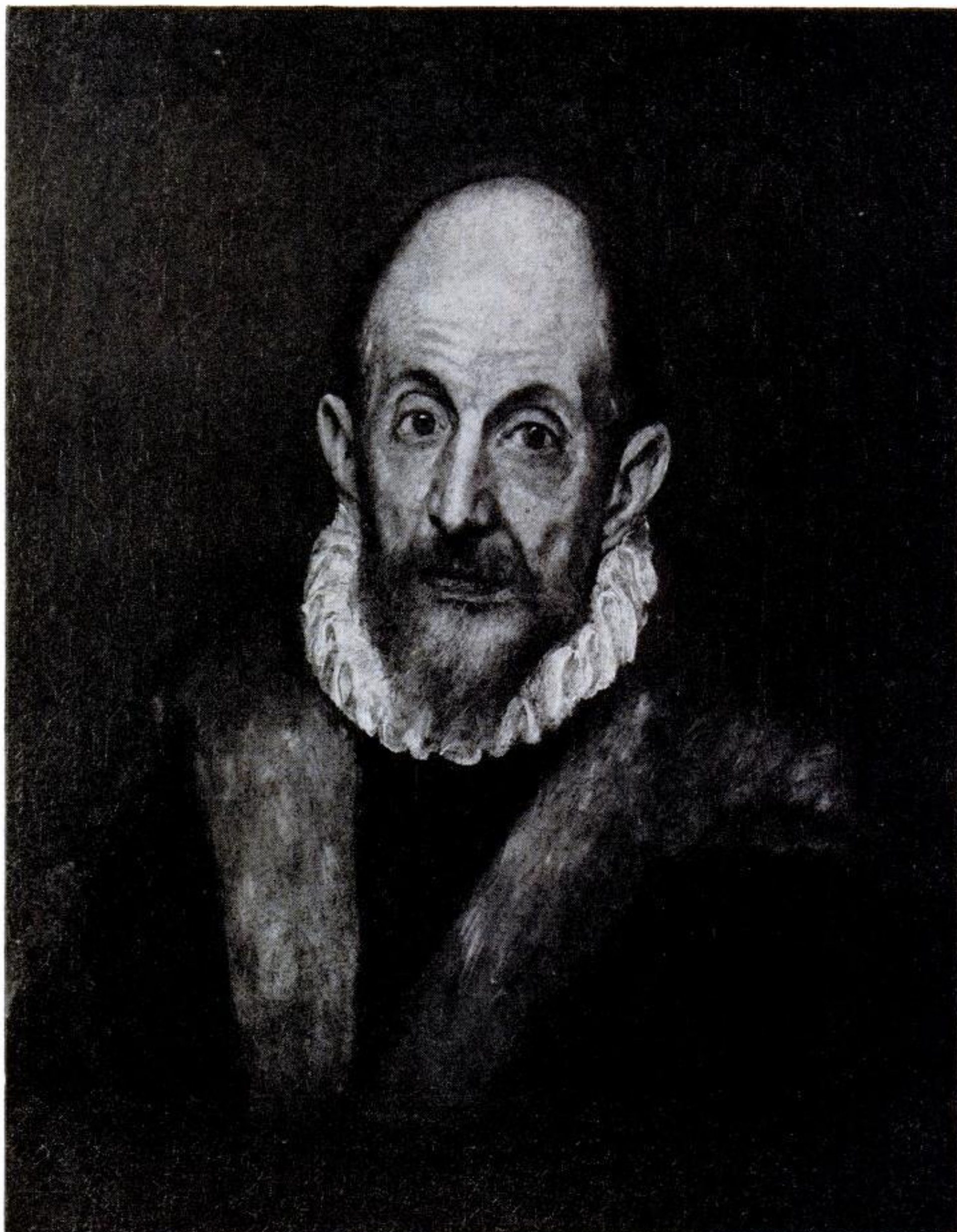
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El Greco



THIS PAINTING IS PROBABLY A SELF-PORTRAIT OF EL GRECO AT 68

Not long ago the mysterious Greek was considered a simple lunatic. Now he appears a giant in art, the forerunner of modern painters

by ALDOUS HUXLEY

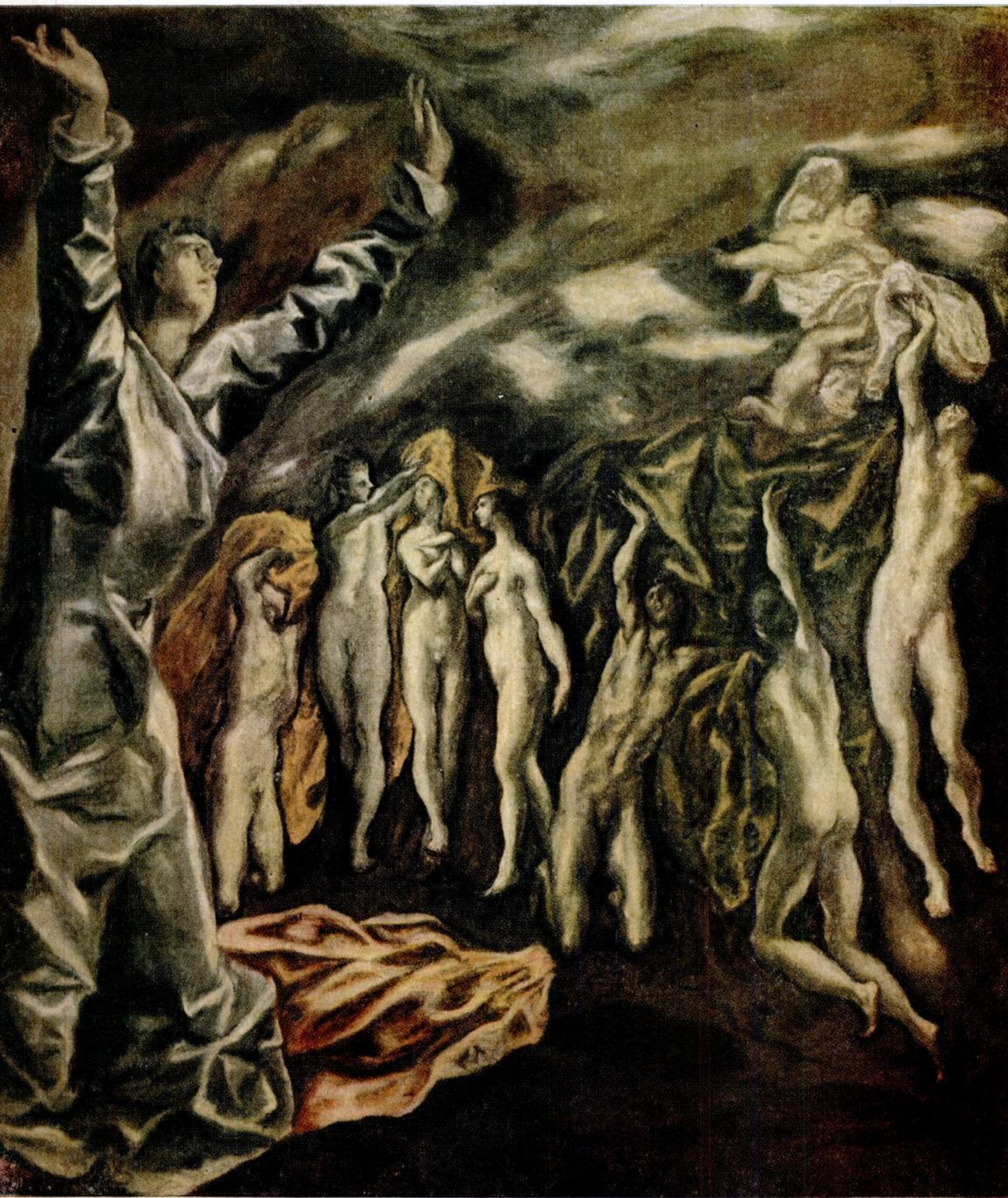
Best known as a novelist (*Point Counter Point*, *Brave New World*), biographer and a versatile man of letters, Aldous Huxley is also an original and discerning essayist on painting and painters. His article on El Greco, written for LIFE, will be included in a book of essays, *Themes and Variations*, to be published this week by Harper & Brothers (\$3.50).

A CENTURY ago the man whom we now accept unquestioningly as an Old Master was either completely ignored or, if known at all, despised. For some critics El Greco was merely an incompetent who had never learned drawing and did not know how to tell a story dramatically. Others, with a more "scientific" turn of mind, explained him away as a lunatic who suffered from uncorrected astigmatism and was therefore unable to see the world as it really is. Among English visitors to Spain one of the few who genuinely admired El Greco was George Borrow, traveler and linguist, author of the famous *The Bible in Spain*. When, in 1837, Borrow first visited Toledo, he saw a picture representing "the burial of the Count of Orgaz, the masterpiece of Domenico the Greek, a most extraordinary genius. . . . Could it be

purchased, I should say it would be cheap at £5,000." In that year of Queen Victoria's accession the pound was a thing of fine gold, stuffed with purchasing power and still completely immune from income tax. To say that a painting was worth 5,000 of these glorious objects was to express an admiration only just this side of idolatry. Even as late as 1890 one of the artist's few French admirers could say that there were not more than 10 people in all Paris who cared for his work. It is only within the last 40 years that El Greco has finally come into his own. Contemporary critics now recognize him for what, among other and odder things, he undoubtedly was—one of the most powerful painters of his day, and the lonely, the profoundly original precursor of what we now call "modern art."

Domenico Theotocopuli whom we know

[TEXT CONTINUED ON PAGE 91](#)



THE OPENING OF THE FIFTH SEAL

As written in Revelation, St. John had a vision of God holding a book bound by seven seals. When the fifth seal was broken, the martyrs of the Church emerged and were given holy robes to wear as they cried out for revenge on the sinners who betrayed them. Drawing from the story, El Greco portrayed St. John (*left*),

impassioned and awed, watching the martyrs as they reached for their robes in a soaring upsurge of arms and folds of cloth. In elongating figures to dramatize an emotion—here the mystical intensity of the moment—El Greco foreshadowed by three centuries the distorted forms of the modern movement.

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VIEW AND PLAN OF TOLEDO

About 1609 the municipality of Toledo gave El Greco a commission to paint their city, which was the Catholic stronghold of Europe. The result was this composition showing a symbolic architect displaying the

plan of the city which rises on the hill behind. On the skyline at the left towers the Alcázar, the ancient fortress which housed the royal family (and which in 1936 was the scene of a famous battle of the Span-



ish Civil War). To its right is the cathedral spire. In the center of the picture is the Hospital de Afuera, while here and there are glimpses of the River Tagus which, banked by heavy walls and turrets, encircles

Toledo like a moat. On the left edge of the map El Greco listed the most prominent places in the city, including his own 24-room residence, which he marked on the map with the letter *C* (visible only under a

magnifying glass). Even in this basically realistic work El Greco painted the Virgin Mary and a cluster of angels hovering above the scene as though an as-yet-unannounced miracle were about to take place.

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THE ASSUMPTION OF THE VIRGIN

The ascent of Mary to Heaven has been a popular subject for artists through the ages. El Greco's version, painted around 1611, shows the Virgin surrounded by a host of angels as she rises serenely from the earth. Above her the Dove represents the Holy Spirit. Below her, at the foot of an angel, is a cluster of roses and lilies which symbolize her virginity. Farther below her stretches a dark and brooding landscape which makes a sharp contrast to the ethereal lights encompassing the holy scene.



EL GRECO CONTINUED

by his Spanish nickname of El Greco, "the Greek," was born in 1541 near Candia, on the island of Crete. Crete was at that time a possession of the Republic of Venice; but its language and culture were still largely Greek. Byzantine paintings and mosaics adorned the churches, and Cretan artists went their traditional way, paying little attention to what had been happening in nearby Italy. Their pictures were two-dimensional, nonrealistic, innocent of perspective and chiaroscuro.

Young Domenico presumably received a sound Greek education and studied painting under the best masters of the island. Not, however, for very long. Sometime in his early 20s he set sail for Venice. When he left that city a few years later he was described as "a pupil of Titian," who was then a very old man, but painting as well as, or even better than he had ever done in his youth. Does this signify that El Greco actually worked as a pupil in Titian's studio? We cannot say. All that is certain is that he made a thorough study of Venetian art and that, having worked for a time according to its principles, he found it unsatisfactory. It could hardly have been otherwise. For his taste Venetian art was too pagan, too voluptuous, too decorative, too much concerned with appearances, insufficiently inward and serious. In search of an art more conformable to his own nature and ideals El Greco migrated in 1570 to Rome. But Rome, alas, proved to be no less disappointing than Venice. Her great masters of the Renaissance were all dead, and their successors were second-rate mannerists, incapable of creating anything new, and living parasitically upon the achievements of the past.

The last migration

At some date prior to 1577 El Greco undertook yet another migration, this time to Spain. Here his wanderings came to an end. He settled in Toledo. With his Spanish wife, Jerónima de las Cuebas, and his son, Jorge Manuel, he remained there until his death in 1614. Of his life in Spain we know only a very little more than we know of his life in Crete and Italy—that is to say, next to nothing. Here are some of the scanty odds and ends of information that have come down to us:

Professionally, El Greco was successful. Many commissions came his way and he was well paid for his work. On several occasions he went to law with his ecclesiastical patrons in order to get his price. He had the reputation of spending his money with a lordly extravagance, and it was said that he paid an orchestra to make music while he ate his meals. His apartment on the verge of the great canyon of the Tagus River (pp. 88, 89) contained 24 rooms, most of which, however, were left almost completely unfurnished. Of his own genius he had no doubts. He knew that he painted superlatively well and he was quite ready to say so in public. Moreover, when Philip II and certain of the clergy objected to his pictures on the ground that they did not respect the norms of ecclesiastical art, he steadfastly refused to compromise and went on painting exactly as he thought fit. Like Tintoretto, he modeled small clay figures, with the aid of which he studied effects of lighting and foreshortening. Pacheco, the father-in-law of the great painter Velázquez, saw a whole cupboardful of these figures when he visited El Greco shortly before the latter's death.

Among the painter's friends were poets, men of learning, eminent ecclesiastics. His library, as we know from the inventory which was made after his death, contained, among other Greek works, the *Concerning Mystic Theology* of Dionysius the Areopagite. In the light of this fact, a curious anecdote recorded by Giulio Clovio, one of El Greco's Roman friends, takes on a special significance. "Yesterday," wrote Clovio in a letter which is still extant, "I called at [El Greco's] lodgings to take him for a walk through the city. The weather was very fine. . . . But on entering the studio I was amazed to find the curtains so closely drawn that it was hardly possible to see anything. The painter was sitting in a chair, neither working nor sleeping, and declined to go out with me on the ground that the light of day disturbed his inward light." From this it would appear that El Greco took more than a theoretical interest in the mystical states described by Dionysius and the Neo-Platonists: he also practiced some form of meditation.

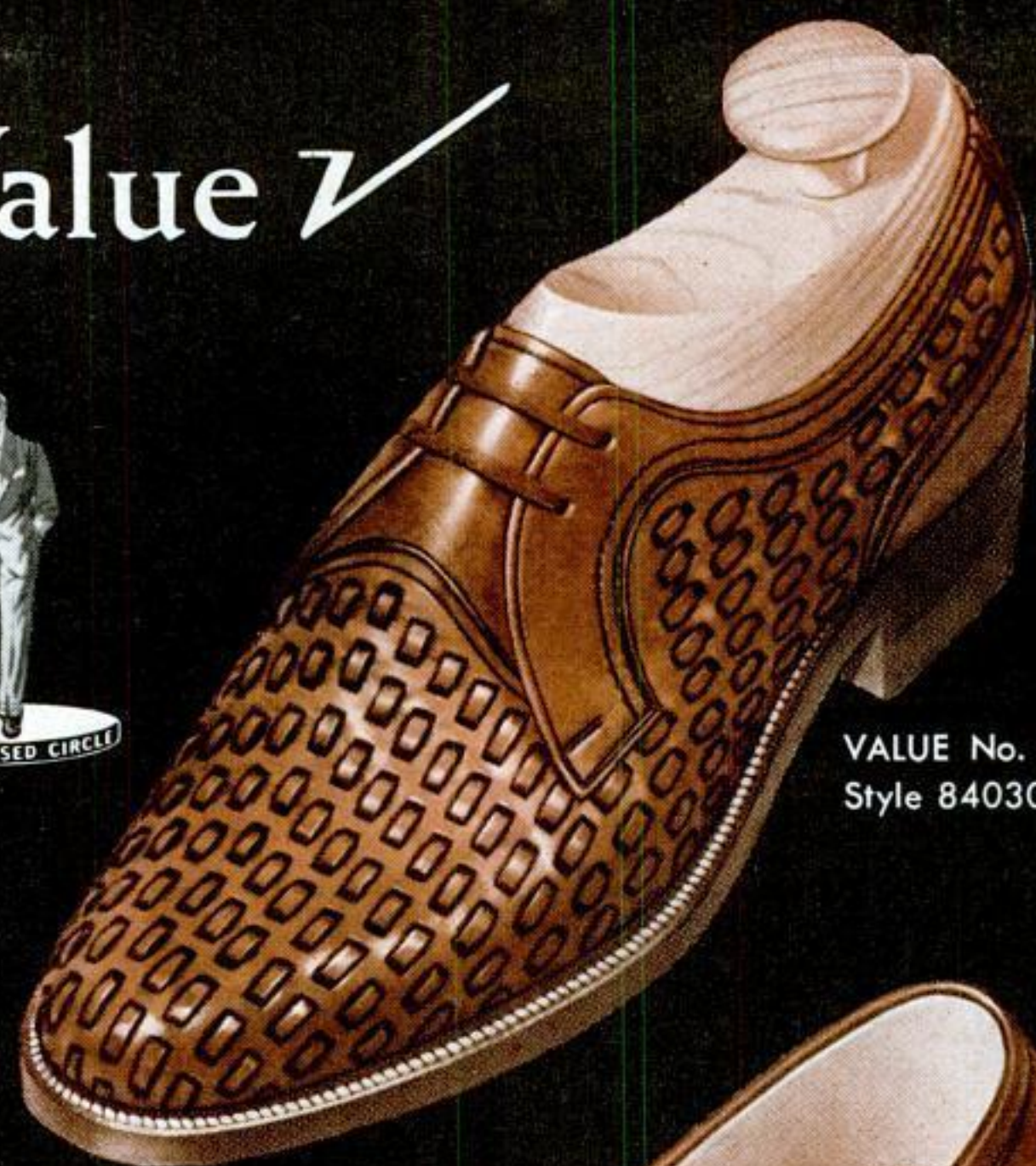
Of El Greco's appearance we know nothing for certain. The so-called "self-portrait" (p. 86) may perhaps represent the painter's features, but the evidence is inconclusive. At every turn the man eludes us. Only the pictures remain.

Like most of his predecessors and contemporaries, El Greco was mainly a religious painter, a teller of old familiar stories from the Gospels and the legends of the saints.

A picture that "tells a story" we call representational. It may

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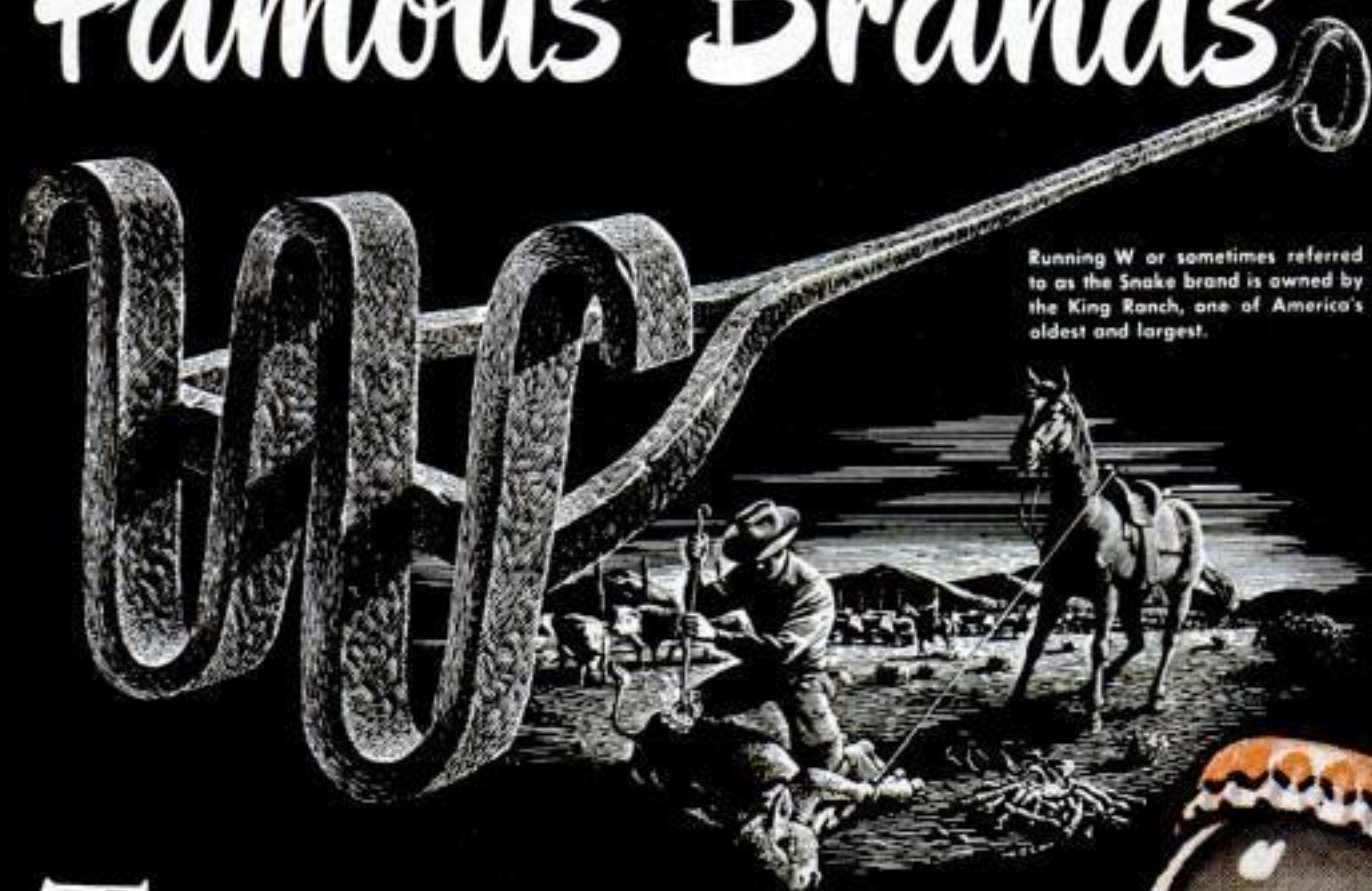
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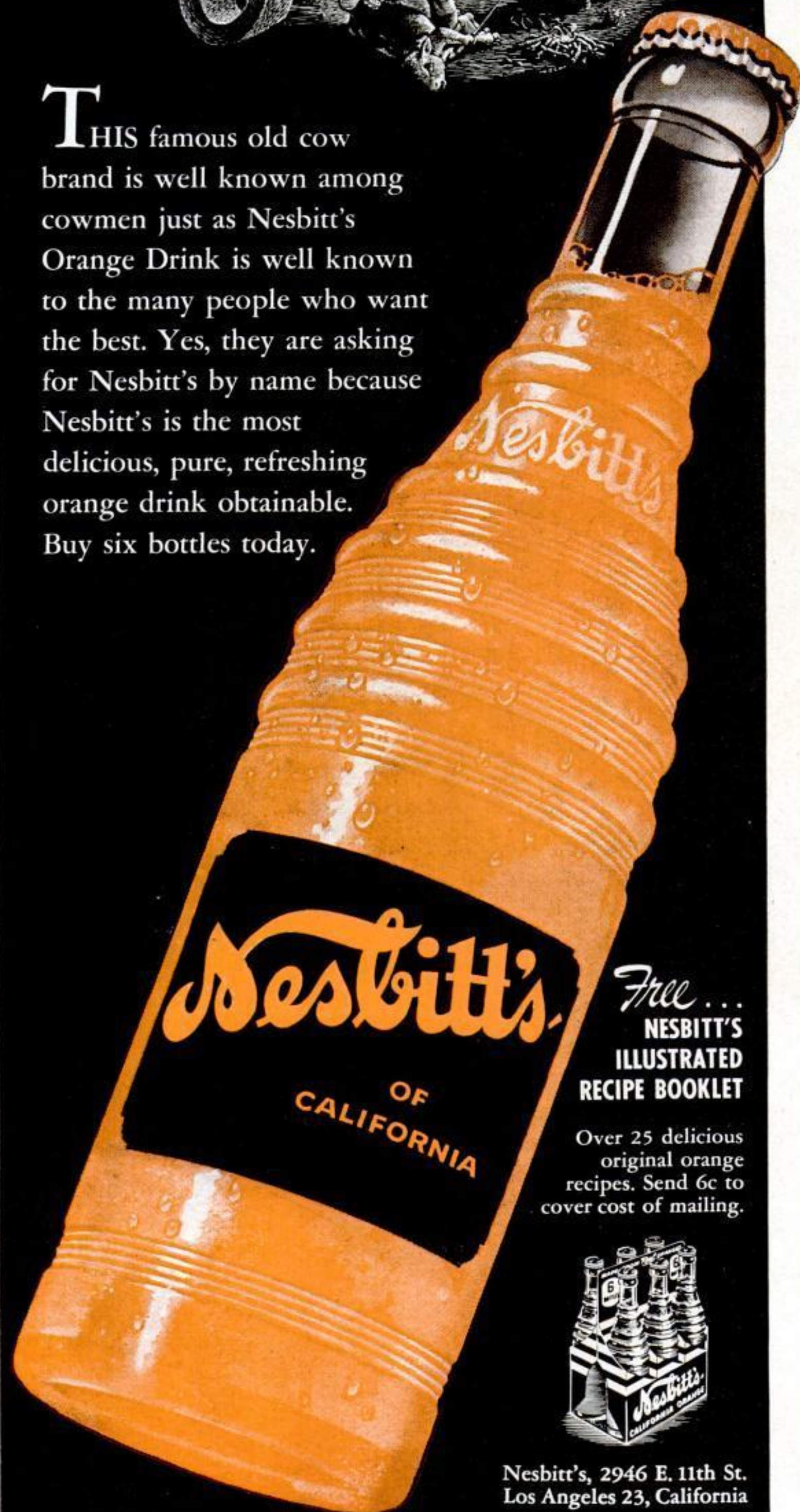
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EL GRECO CONTINUED

tell the story, for example, of the Nativity, the story of Mars and Venus, the story of a certain landscape or a certain person as it or he appeared at a certain moment of time. But this story is never the whole story. A picture always expresses more than is implicit in its subject. Every painter who tells a story tells it in his own manner, and that manner tells another story superimposed, as it were, upon the first—a story about the painter himself, a story about the way in which one highly gifted individual reacted to his experience of our universe. The first story is told deliberately; the second tells itself independently of the artist's conscious will.

El Greco told religious stories in his own peculiar manner, and his manner tells another story, so enigmatic that we pore over it in fascinated bewilderment.

In looking at any of the great compositions of El Greco's maturity we must always remember that the intention of the artist was neither to imitate nature nor to tell a story with dramatic verisimilitude. Like the postimpressionists three centuries later, El Greco used natural objects as the raw material out of which, by a process of calculated distortion, he might create his own world of pictorial forms in pictorial space under pictorial illumination. Within this



THE AGONY IN THE GARDEN

Here the characteristics of El Greco's later work described by Aldous Huxley are clearly evident: earth flows into sky; drapery, clouds and rocks are abstractions, all alike and untextural; apostles at left sleep in a womb-shaped cavity conveying a sense of containment which is emphasized by painting as a whole.

private universe he situated his religious subject matter, using it as a vehicle for expressing what he wanted to say about life.

And what *did* El Greco want to say? The answer can only be inferred; but to me it seems clear. Those faces with their uniformly rapturous expression, those hands clasped in devotion or lifted towards heaven, those figures stretched out to the point where the whole inordinately elongated anatomy becomes a living symbol of upward aspiration—all these bear witness to the artist's constant preoccupation with the ideas of mystical religion. His aim was to assert the soul's capacity to come, through effort and through grace, to ecstatic union with the divine spirit. This idea of union was more and more emphatically stressed as the painter advanced in years. The frontier between earth and heaven, which is clearly defined in such works as *The Burial of Count Orgaz* (p. 94) and *The Dream of Philip II*, grows fainter in later works, and finally disappears altogether. Thus, in El Greco's final version of *The Baptism of Christ* there is no separation of any kind. The forms and colors flow continuously from the bottom of the picture to the top. The two realms are totally fused.

Does this mean that El Greco actually found a perfect pictorial expression for what his contemporary, St. Theresa of Avila, called "the spiritual marriage"? I think not. For all their extraordinary beauty, these great paintings are strangely oppressive and disquieting. Consciously El Greco was telling two stories—a story from the Gospels or the legends of the saints, and a story about mystical union with the divine. But, unconsciously, he told yet another story, having little or nothing to do with the two he knew he was telling. All that is disquieting in El Greco pertains to this third story and is conveyed to the spectator by his highly individual manner of treating space and the forms by which that space is occupied.

In the Byzantine art with which El Greco was familiar in his



NINO DE GUEVARA

As a portraitist El Greco showed an acute perception of the inner character of his subjects. In this portrayal of the cardinal, the Grand Inquisitor, he caught the formidable personality of the man

who dominated Catholic Spain. On the scrap of paper lying at the cardinal's feet El Greco wrote in Greek, "I, Domenico Theotocopuli, painted it," which was his customary way of signing his pictures.

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THE BURIAL OF COUNT ORGAZ

Commissioned in 1586 by the Church of Santo Tomé in Toledo, this painting commemorates a holy miracle that was supposed to have occurred at the funeral of the church's founder, Count Orgaz, who, in 1300, rebuilt it from a Moorish mosque. The heavenly host hovers above while, below, St. Stephen (*left*)

and St. Augustine (*right*) raise the count's body to carry it to the tomb. Among the awed spectators El Greco himself has been identified (directly above St. Stephen, looking straight ahead) along with his son (*lower left*), who points to the body of the count. This moving work is considered El Greco's masterpiece.

EL GRECO CONTINUED

youth there is no third dimension. The figures in the wall paintings and mosaics are the inhabitants of a flatland in which there is no question of perspective. And precisely because there is no perspective, these figures seem to exist in a celestial universe having implications of indefinite extension. From ancient and conservative Byzantium, El Greco traveled through time as well as space to modern Venice. Here, in Titian's paintings, he found the realistic representation of a third dimension traveling back from the picture plane to faraway landscapes of blue mountains under majestic clouds. And in Tintoretto's compositions he could study those rocketing centrifugal movements that carry the spectator's mind beyond the picture frame and suggest the endless succession of things and spaces existing in the world outside.

The nature of El Greco's personality was such that he chose to combine Byzantium and Venice in the strangest possible way. His pictures are neither flat nor fully three-dimensional. There is depth in his private universe, but only a very little of it. From the picture plane to the remotest object in the background there is, in most cases, an apparent distance of only a few feet. On earth as in heaven there is hardly room to swing a cat. Moreover, unlike Tintoretto and the baroque artists of the 17th Century, El Greco never hints at the boundlessness beyond the picture frame. His compositions are centripetal, turned inwards on themselves. He is the painter of movement in a narrow room, of agitation in a prison. This effect of confinement is enhanced by the almost complete absence from his paintings of a landscape background. The whole picture space is tightly packed with figures, human and divine, and where any chink is left between body and body, we are shown only a confining wall of cloud as opaque as earth, or of earth as fluidly plastic as the clouds. So far as El Greco is concerned, the world of nonhuman nature is practically nonexistent.

The body becomes ectoplasm

NO less disquieting than the narrowness of El Greco's universe is the quality of the forms with which he filled it. Everything here is organic, but organic on a low level, organic to a point well below the limit of life's perfection. That is why there is no sensuality in these paintings, nothing of the voluptuous. In a work of art we are charmed and attracted by forms which represent or at least suggest the forms of such objects as we find attractive in nature—flowers, for example, fruits, animals, human bodies in their youthful strength and beauty. In life we are not at all attracted by ectoplasm in the raw or by individual organs separated from the organism as a whole. But it is with forms suggestive precisely of such objects that El Greco fills his pictures. Under his brush the human body, when it is naked, loses its bony framework and even its musculature, and becomes a thing of ectoplasm—beautifully appropriate in its strange pictorial context, but not a little uncanny when thought of in the context of real life. And when El Greco clothes his boneless creatures, their draperies become pure abstractions, having the form of something indeterminately physiological.

A painter or a sculptor can be simultaneously representational and nonrepresentational. In their architectural backgrounds and, above all, in their draperies, many works even of the Renaissance and the baroque incorporate passages of a most unadulterated abstraction. These are often expressive in the highest degree. Indeed, the whole tone of a representational work may be established, and its inner meaning expressed, by those parts of it which are most nearly abstract.

In some of El Greco's paintings a third, a half, even as much as two thirds of the entire surface is occupied by low-level organic abstractions, to which, because of their representational context, we give the name of draperies, or clouds, or rocks. These abstractions are powerfully expressive and it is through them that, to a considerable extent, El Greco tells the private story that underlies the official subject matter of his paintings.

At this point the pure abstractionist will come forward with a question. Seeing that the nonrepresentational passages in representational works are so expressive, why should anyone bother with representation? I myself have no objection to pure abstractions which, in the hands of a gifted artist, can achieve their own kind of esthetic perfection. But this perfection, it seems to me, is a perfection within rather narrow limits. The Greeks called the circle "a perfect figure." And so it is—one cannot improve on it. And yet a composition consisting of a red circle inscribed within a black square would strike us, for all its perfection, as being a little dull. Even esthetically the perfect figure of a circle is less interesting than the perfect figure of a young woman. This does not mean, of course, that the representation of the young woman by a bad artist will be

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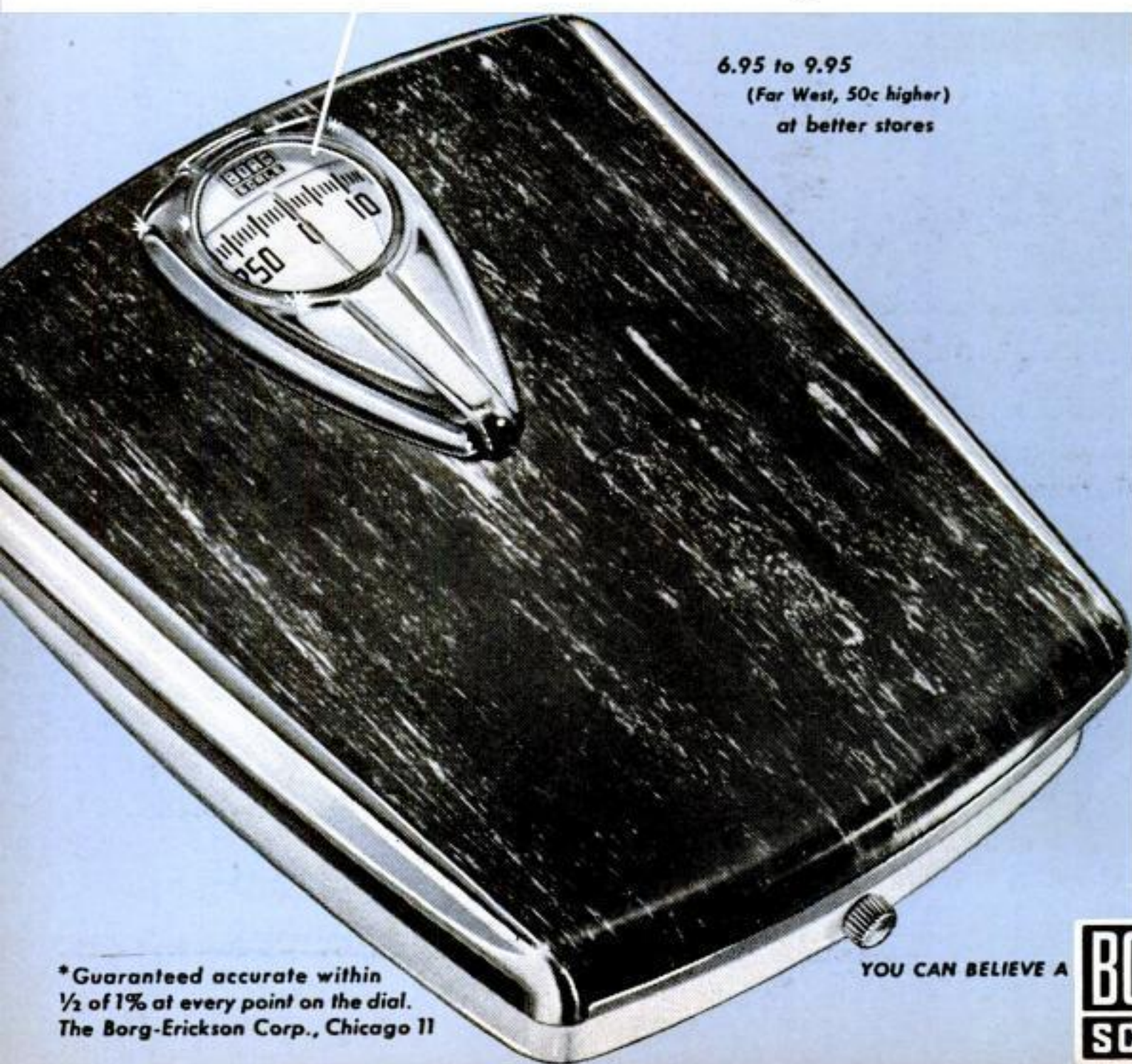
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EL GRECO CONTINUED

more valuable, as a picture, than a composition of circles, squares and triangles devised by a good one. But it does mean, I think, that nature is a richer source of forms than any textbook of plane or solid geometry. Nature has evolved innumerable forms and, as we ourselves move from point to point, we see large numbers of these forms, grouped in an endless variety of ways and thus creating an endless variety of new forms, all of which may be used as the raw materials of works of art. What is given is incomparably richer than what we can invent. But the richness of nature is a chaos upon which we, as philosophers, men of science, technicians and artists, must impose various kinds of unity. Now, I would say that, other things being equal, a work of art which imposes esthetic unity upon a large number of formal and psychological elements is a greater and more interesting work than one in which unity is imposed only upon a few elements. In other words, there is a hierarchy of perfections. At their best, pure abstractions exhibit a perfection nearer to that of a jug or a rug than to that of the enormously complex and yet completely unified masterpieces of representational art—most of which contain expressive passages of almost pure abstraction.

Obscure happenings and haunting fear

WITHIN his own Byzantine-Venetian tradition El Greco combined representation with abstraction in a manner which we are now accustomed to regard as characteristically modern. His peculiar treatment of space and form seems to tell a story of obscure happenings in the subconscious mind—of some haunting fear of unlimited extension, some dream of security in the imagined equivalent of a womb. The conscious aspiration toward union with the divine spirit, which is what El Greco was trying to express, is overridden by a subconscious longing for the consolations of some ineffable uterine state. In these paintings there is no redemption of time by eternity, no transfiguration of matter by the spirit. On the contrary, it is the low-level organic that has engulfed the spiritual and transformed it into its own substance.

When we think of it in relation to the great world of human experience, El Greco's universe of swallowed spirit and visceral rapture seems, as I have said, curiously oppressive and disquieting. But considered as an isolated artistic system, how strong and coherent it seems, how perfectly unified, how fascinatingly beautiful! El Greco was supremely a painter, and a reproduction cannot do justice to the richness of his textures and his astonishing use of color. His career as a colorist was a progress from Venetian warmth towards a frigid brilliance, whose astounding apotheosis is seen in the great *Assumption of the Virgin* (p. 90). Here, as usual, heaven is only a few feet deep; but it is no Black Hole of Calcutta. Call it rather an "iridescent hole," cold and bright as one of those caves of ice at the foot of a glacier.

El Greco's antipathy to warm tones is manifest in most of his later paintings. No warmth of local color is ever permitted to creep into the shadows which, in the portraits, are produced (so far as one can see) by lightly scumbling black into the pale flesh tints. In his color, as in his drawing, in his treatment of space and in the quality of his forms, El Greco remains strictly himself, with none but a collateral artistic ancestry and no direct artistic descendants. There he stands alone, the strangest and the most solitary figure in the whole history of European painting.



MEMBERS OF EL GRECO'S FAMILY

This painting, credited to El Greco's son, Jorge Manuel, is believed to show, from left to right, members of El Greco's family: a servant girl; Jorge Manuel's wife; Jorge's mother, Jerónima de las Cuebas, with whom El Greco lived and whom some authorities say he married; El Greco's grandson; another servant.

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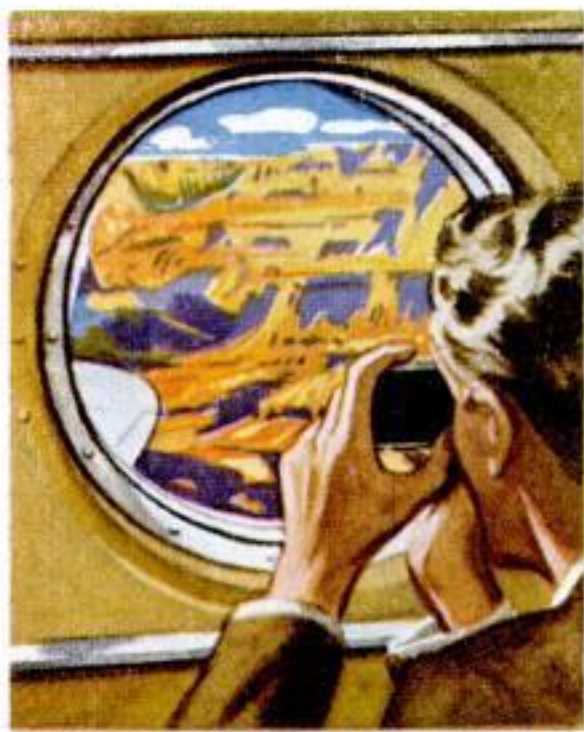
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CERELOSE brand dextrose sugar is produced for food manufacturers by Corn Products Refining Company, originators of the processes by which this great sugar is derived from golden American corn. It is used to sweeten... to protect flavor... to add food-energy value to many foods and beverages.

CORN PRODUCTS REFINING COMPANY



Explore colorful, cosmopolitan San Francisco and Hollywood. Or simply loaf in the sun along beautiful Pacific shores, enjoying the extra time TWA gives you.



Your camera lens captures unbelievable colors in the glorious Southwest, where outdoor fun reigns in the wide-open spaces of dude ranches and resorts.



For wonderful fishing, fly TWA to Chicago and head North to the pine-forested lake country. There's camping, resort life, golfing, swimming and sailing.



Look for the new, the old, the smart and unique in New York—served by more than 25 TWA flights daily. It's a vacation full of memorable sights and experiences.



New England holds a treasure of Early Americana, cool salt breezes along Cape Cod sand dunes and sparkling fresh-water lakes nestled in the mountains.

Where in the world can you go on just 2 weeks' vacation?

Here's an easy way to measure your own
new horizons along the HIGH ways of **TWA**.

You pick the places you'd like to go, then check the TWA time-map below.* Possibilities are TWA can save you so much travel time you actually *can* go . . . even with limited vacation time off! And TWA fares are surprisingly easy on your budget.

So forget the old, usual vacation haunts. This year, follow the TWA high-way to the Great Southwest, to the east or west coast; to the mountains; to the seashores; to the Golden Gate or the Grand Canyon or the canyons of New York. You pick it—you measure it—you can make it, easily, probably in mere hours from where you are right now!

But perhaps your eyes are on the Old World . . . way, way overseas. How far is it by TWA? Look at the map again and see what a vast distance one single day's flight can cover. Yes, you *can* go to Paris on a two weeks' vacation. You can go to Switzerland; to Rome; to Cairo; to Lisbon; to Madrid. You can take your pick of these and many other famed holiday centers and resort lands along TWA's direct world routes and *still keep well within the practical time limits of a short vacation!*

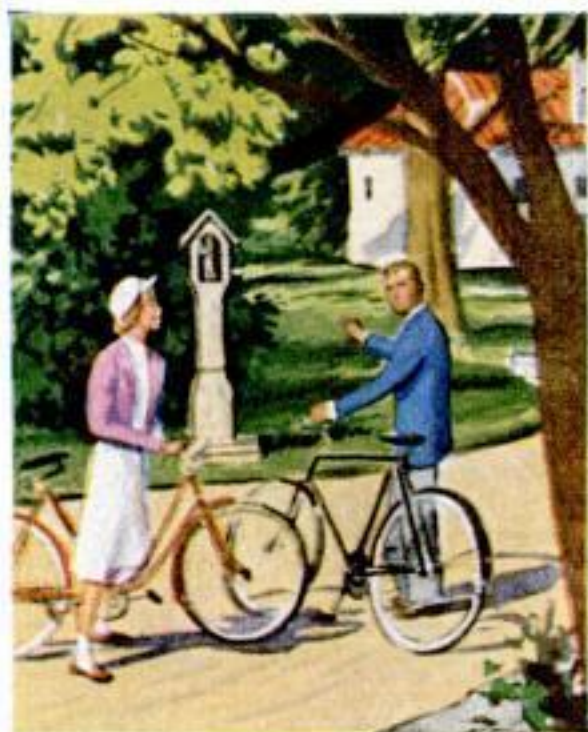
If you have been dreaming about a certain trip, don't put it off this year due to a short vacation. Plan to use the speed of Skyliner travel to bridge the distance and make that dream come true. Your travel agent will be glad to help with all the answers to your trip questions. Or call TWA.

*All flying times shown are approximate. Check your travel agent or TWA for exact schedules.





Summer in Ireland is a season of colorful scenes and fun-filled events . . . from night fairs and fine racing to the famous Dublin Horse Show in August.



For leisurely sight-seeing, try the quiet lanes of provincial France. For gaiety and sidewalk cafes—there's nothing like Paris! 16 TWA flights weekly from the U. S.



Like luxurious living? Then take a 300-mph TWA Skyliner to the Mediterranean area. You'll find the finest hotels and smart casinos on the world-famous Riviera.



Motoring offers rich rewards in the Swiss Alps, where breath-taking new scenes await you at every turn. And car rentals are reasonable in Europe.



Magnificent monuments and ancient art masterpieces are everywhere in Rome, scene of the Holy Year observances. Less than a day from the U. S. by TWA.

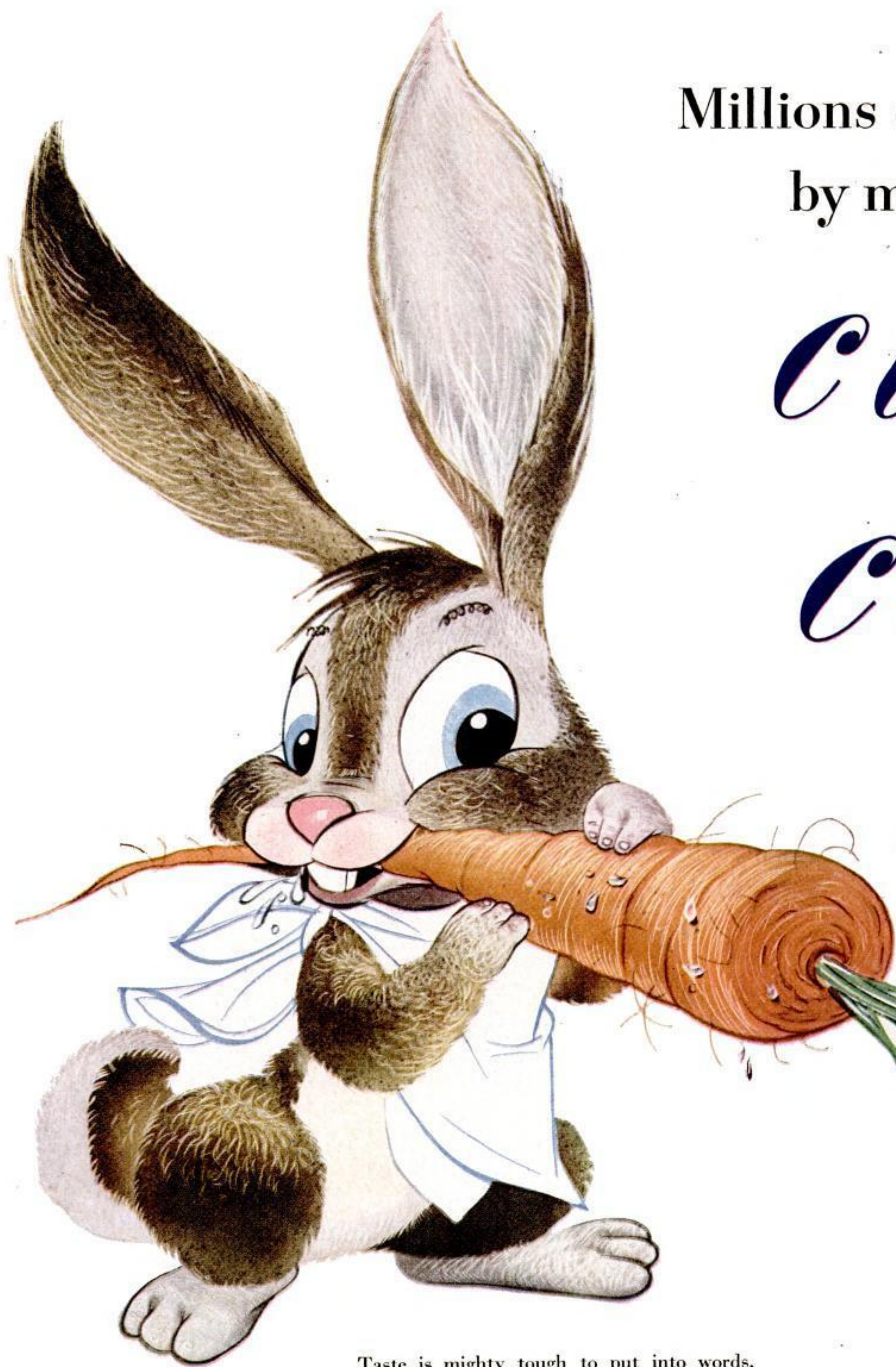
Part of the pleasure on your vacation will be the few pleasant hours en route, when you travel by world-proved 300-mph TWA Skyliner. As soon as you board, the thoughtful TWA hostess sees that you're comfortably settled in a deep, reclining seat. She'll bring you magazines, playing cards, writing material . . . serve you delicious hot meals when it's time to eat. As you relax and rest, your dependable Skyliner speeds you to your destination in *hours* instead of days.

Across the U.S. and overseas . . .
you can depend on

TWA

TRANS WORLD AIRLINE
U.S.A. • EUROPE • AFRICA • ASIA

Ship almost anything anywhere by TWA Air Cargo—fast, dependable, low-cost! For mail and small packages, use air mail and air parcel post.



Millions of bottles are bought
by men who like that

*clear
clean
taste*

Taste is mighty tough to put into words. But take a look at the delighted gleam in Br'er Rabbit's eyes as he nibbles his carrot and you'll appreciate what we mean by "clear, clean taste". It's that clear, clean taste that has set millions of men calling for PM every p.m. Try it and enjoy it.

PM
DE LUXE



National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits.



AFTER A SHOW AT BOP CITY, BILLY IS RUSHED BY ADMIRERS. MOST PROFESS TO HAVE A MATERNAL FEELING FOR HIM. "HE'S JUST LIKE A LITTLE BOY," THEY SAY

Mr. B

**Bobby soxers become Billy soxers
to boost baritone Billy Eckstine**

When the big-time bobby-sox idols like Mel Tormé and Perry Como finish shows at New York's Paramount Theater they usually take bows while sinking slowly from sight on a disappearing stage. But Billy Eckstine, known to his fans as "Mr. B," tried this just once last week. Yelping teen-agers fought so dangerously close to the descending platform (right) that the Paramount, concerned for the safety of its star, said no more sinking for Mr. B. Mr. B is used to such dangers. He is a personable, 35-year-old Negro baritone, with a gooey delivery and deep full voice which caresses every word and leaves it reluctantly to slither slowly over the high notes. His many admirers have named themselves "Billy soxers" and have bought enough records to put his album up with the top best-sellers.



RUSHING THE STAGE at Billy's Paramount morning show, fans crowd after him as platform sinks. Some

had been waiting to see him since 7 a.m. and their demonstration held up a Bing Crosby movie for 10 minutes.

THE NEW HOOVER®

Aero-dyne

with a new idea in suction cleaning...

You wanted it. You waited for it. Hoover brings it to you! It's the new lightweight Hoover AERO-DYNE Cleaner with "controlled suction"—most effective suction ever built in a tank cleaner. Gets deep-down dirt and surface litter faster. Exclusive Dirt Ejector—hands never touch dirt.

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ont., Canada; Perivale, England.

ONLY \$795 DOWN

Easy monthly terms. Hoovers are sold only by established local merchants. See your classified phone book. Call today for a home showing (no obligation).



\$79⁵⁰

Including all cleaning tools in handy kit. (Prices slightly higher in Canada.)

Prices subject to increase without notice



You can see and feel the power of Hoover's "controlled suction."

You'll be happier with a Hoover



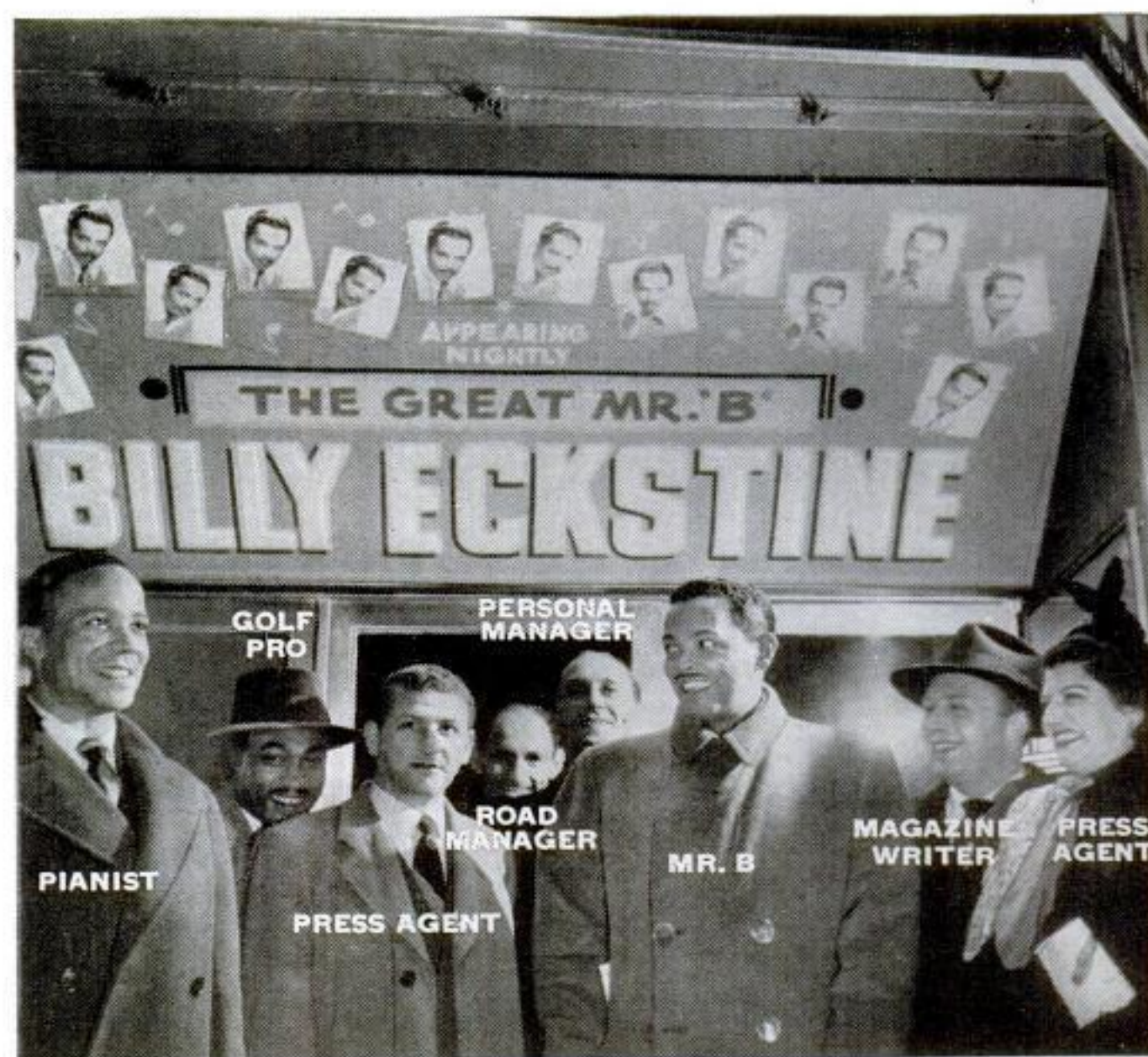
Mr. B CONTINUED



CUTTING A RECORD, Billy sings *Caravan*, which ranks with best-selling *My Foolish Heart*. M-G-M records sold three million of Billy's songs last year.

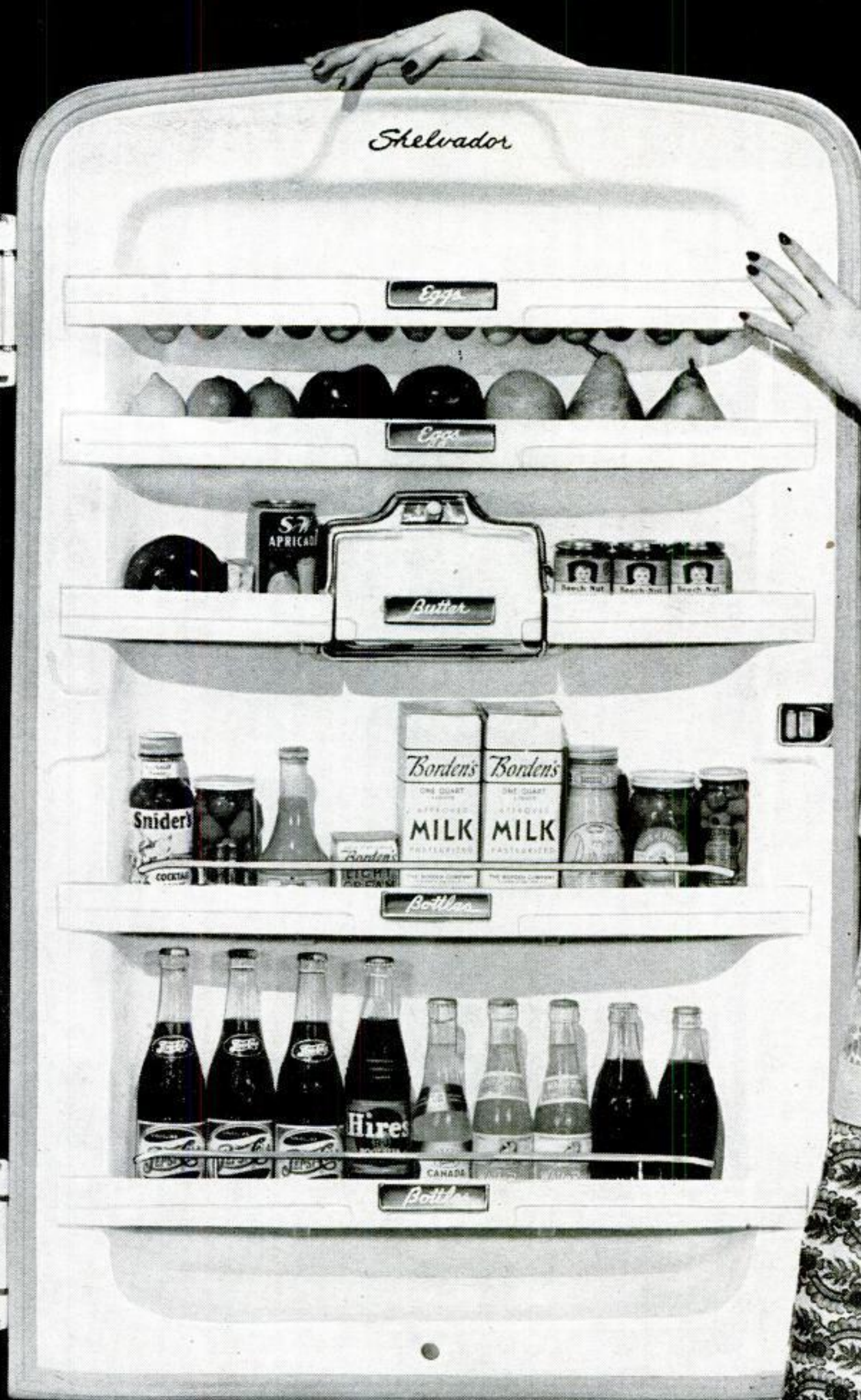
THIS IS BILLY'S BONANZA YEAR

As a headliner at the Paramount Mr. B gets \$7,500 a week and in the past year he has popped attendance records almost everywhere from Seventh Avenue to Seattle. When he sang at New York's Bop City, 10,000 eager customers were turned away in a weekend. Last month at the small Hollywood Oasis Club (which seats 400) the management knocked out two of the walls for him and clocked 4,587 paid admissions in a single week. On the road Billy travels with a road manager, a Buick station wagon, a Cadillac and his own personal golf pro. An ex-vocalist for Earl ("Father") Hines and ex-leader of one of the first bop orchestras, he regards the sudden "discovery" of his talents with some amazement. "After all," he says, "I've been singing this same way for 19 years."



ON BILLY'S BANDWAGON to help him carry out busy schedule is a big staff: (left to right) Bobby Tucker, Charles Sifford, Mike Hall, Bernie Ebbins, Milton Ebbins, Mr. B, Hal Webman of *Billboard* magazine, who reports Billy's tours, and Frances Stillman. Sifford goes along with Billy on all his trips and gives him regular early-morning golf lessons. Billy now shoots in the low 80s.

CONTINUED ON PAGE 104



No Stooping Clear to the floor... with Crosley!

It's true! Shelvador* actually doubles your "front-row" space—keeps those hard-to-find items in finger-tip reach—right in the door! And look—there's a ButterSafe which you've always wanted—and a full-width freezer—and lift-out shelves—and a huge meatholder—and two transparent "crispers." Plus the thrifty Electrosaver Unit, backed by a 5-year Warranty! You'll be using your new refrigerator for many years—so be sure you get the one that gives you all the modern features! We predict once you've seen and priced the new 1950 Shelvadors you'll never be satisfied with any other refrigerator! Compare them all...you'll choose Crosley!

Crosley—Better Products for Happier Living

CROSLEY DIVISION
Cincinnati 25, Ohio



SHELVADOR* REFRIGERATORS • FREEZERS • ELECTRIC RANGES • STEEL
KITCHEN CABINETS • SINKS • GARBAGE DISPOSERS • ELECTRIC WATER HEATERS • RADIOS • TELEVISION

**TWICE AS MUCH FOOD
WHERE YOU WANT IT
IN FRONT...
IN SIGHT...
IN REACH!**

Only
CROSLEY
Gives You the
SHELVADOR

Copyrighted material

**Designed from
the Woman's Angle**



KEEP THE POWER YOU BOUGHT

get there with less oil

**ASK FOR . . . AND INSIST ON
100% PURE
PENNSYLVANIA
MOTOR OIL**



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

Mr. B CONTINUED



WITH HIS WIFE June, once a singer herself, Billy slicks up in his New York apartment. He likes fancy clothes and shirts with floppy collars, has 40 sports jackets and 30 pairs of shoes. The trophies on the table are popularity awards.



WITH HIS EX-BOSS Orchestra Leader Earl Hines (center) and Louis Armstrong, Billy discusses old times. He left Hines in 1944 to start his own band, which failed in 1947. One of its members was Bebop exponent, Dizzy Gillespie.

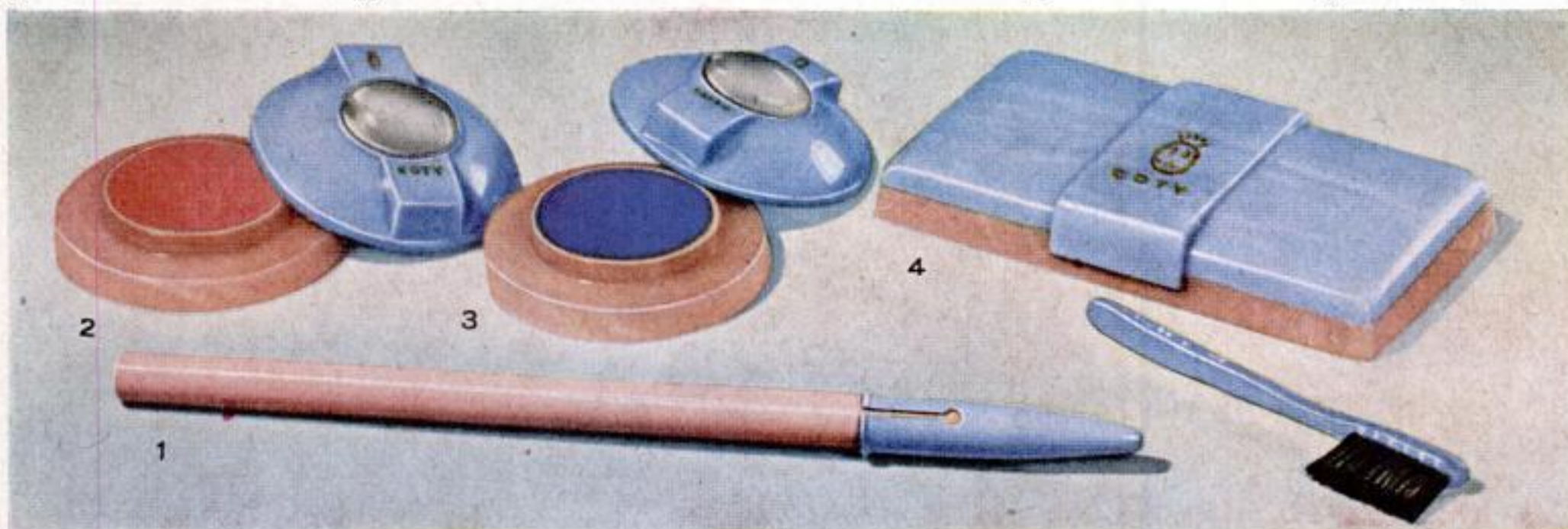


EYES OF "NATURAL" GLAMOUR— NEWEST STYLE IN BEAUTY

Eyes can look larger and lovelier with new Coty Eye Cosmetics

Most exciting beauty news of the new Half Century is what's happening to women's eyes. The trend is to *emphasize* the eyes — most expressive feature of any woman's face. It's skillful, subtle kind of emphasis, because the "new eye look" isn't overdone or artificial. It's as natural and wholesome as all outdoors, yet very glamorous and alluring. What is the secret?

Eye cosmetics developed by world-famous Coty. Applied with the ease of a cleansing cream, these cosmetics swiftly accent the eye's true beauty — actually make them appear larger and lovelier. And Coty color experts add depth and warmth with a blending of rich *color* never before captured in eye make-up. See exceptional series of action color photos shown at right.



1 COTY EYE CRAYON. Brown, black or blonde shades to match eyebrow. Black best for outlining .50

2 COTY ROUGE-TINT. New blendable cream rouge. Coral—Medium—Geranium—Raspberry 1.00

3 COTY EYE-TINT. New type shadow applies easily. Blue—Green—Mauve—Gray—Brown 1.00

4 COTY MASCARA. To make lashes look longer and thicker. Brown—Black—Navy 1.00

All prices plus tax



OUTLINING WITH COTY EYE CRAYON is first step in "shaping" lovelier eyes. Flattering pencil lines help to curve eyelids upwards — eyebrows wide and high. New creamy *Coty Rouge-Tint* blends on upper cheeks to add brilliance and color to the eyes.



APPLY COTY EYE-TINT JUST ABOVE THE LASHES for subtle shading to make your eyes seem larger. Creamy texture is expressly made for easy finger blending. Begin at center of eyelid and deepen at the temple for flattering "elongated" effect.



LAST LOVELY ACCENT—COTY MASCARA to darken the lashes, make them appear longer and thicker. Used only on upper lashes, it is applied upward and outward to the extreme lash top. New Coty Mascara lasts far longer, with pleasing "natural" look.

Come
and
see!

NEW FLOOR COVERING
PATTERNS ON PARADE
IN THE GOLD SEAL

CONGOLEUM CARNIVAL

Presenting
the famous, the original,
the one-and-only
Gold Seal Congoleum
in the greatest pattern
choice in 10 years!



CONGOLEUM RUGS



CONGOLEUM RUGS

HEAVYWEIGHT CHAMPION

the famous 8-coat
thickness wear-layer

You'll thrill to Congoleum's amazing service—
for it gives you a wear-layer of heat-toughened
paint and baked enamel equal in thickness to
8 coats of the best floor paint applied by hand!



Hurry! Hurry! Run, ride, fly to your nearest
Congoleum dealer. See the brimming selection of gay
new patterns in rugs and by-the-yard for every room in your house.
Remember, *this* is America's most popular enamel surface floor covering—
lies flat without fastening, cleans in a twinkling, costs less than \$10 for a room-sized rug!
And—it's the *only* floor covering you can buy that bears the Gold Seal money-
back guarantee. Come early—and see the whole show!

TOP BILLING



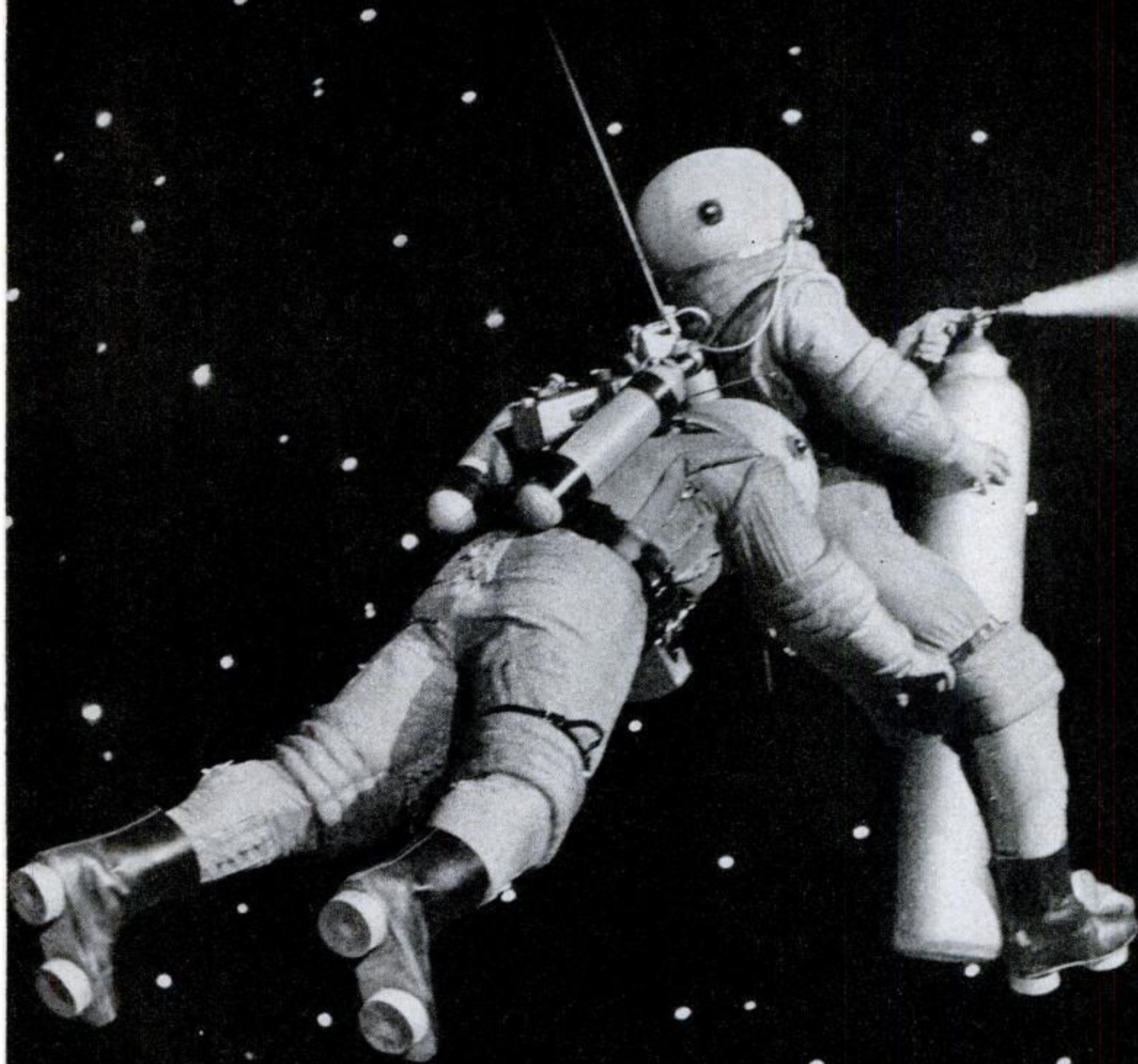
for the Gold Seal guarantee! No other enamel
surface floor covering bears this guarantee of
satisfaction or your money back!

CONGOLEUM-NAIRN INC.



Kearny, N. J. Makers of guaranteed floor and wall coverings: Nairn Linoleum
Nairn Asphalt Tile • Nairn Self-Polishing Wax • Congoleum • Congowall

© 1950, CONGOLEUM-NAIRN INC.



AN INTERPLANETARY MISHAP occurs when the crewmen climb out of the flying rocket ship to try to repair their frozen radar antennae. Losing his foothold despite his magnetized shoes, one man falls into space where, free of gravitational

pull, he floats helplessly among the stars. To rescue him, a comrade on the rocket ship grabs an oxygen tank, straddles it, releases the oxygen and uses it as a sort of jet assist to propel him (*above*) to his floating friend and bring them both back to safety.

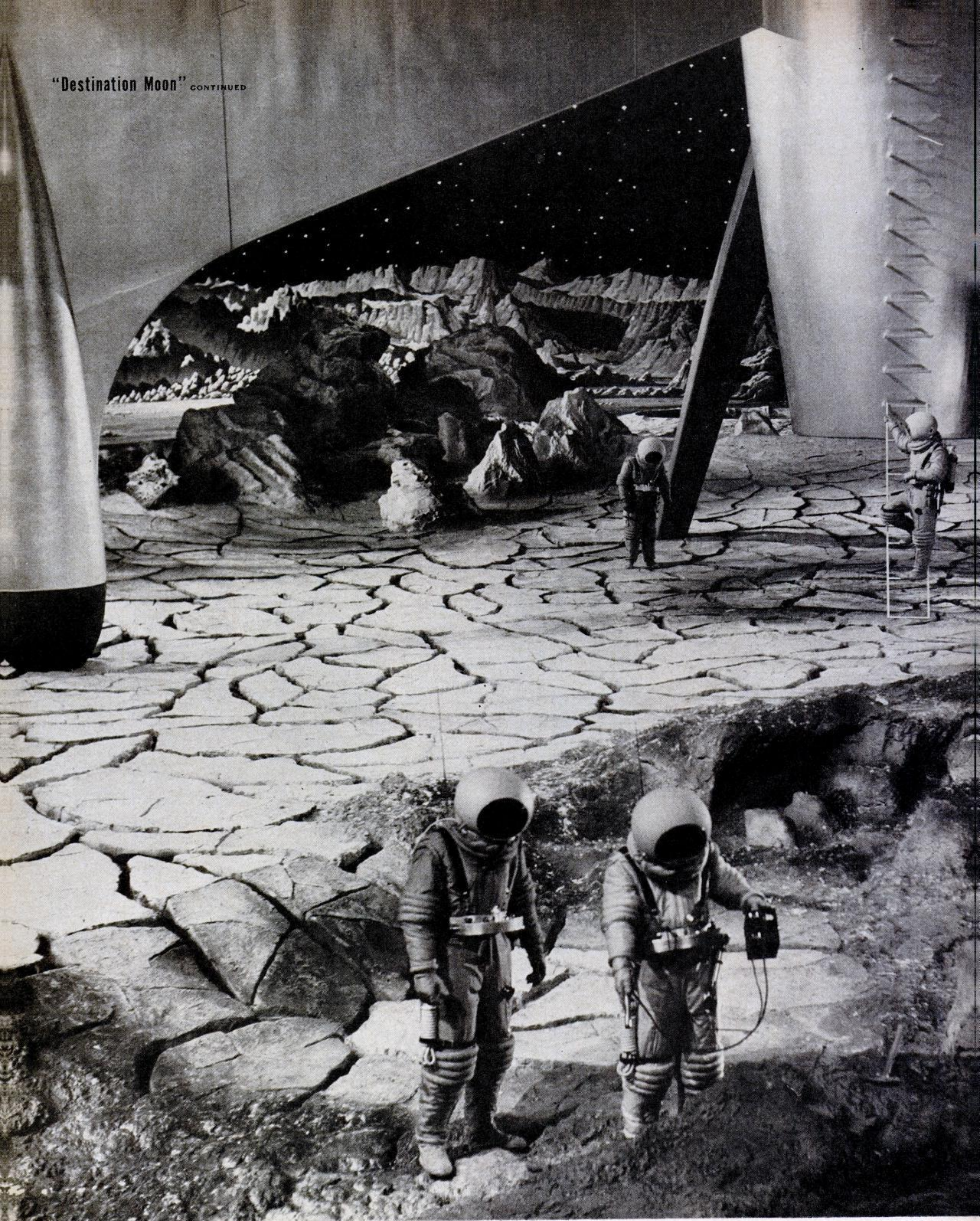
“DESTINATION MOON”

Four daring Americans make the first lunar landing in a rocket ship in order to protect world peace

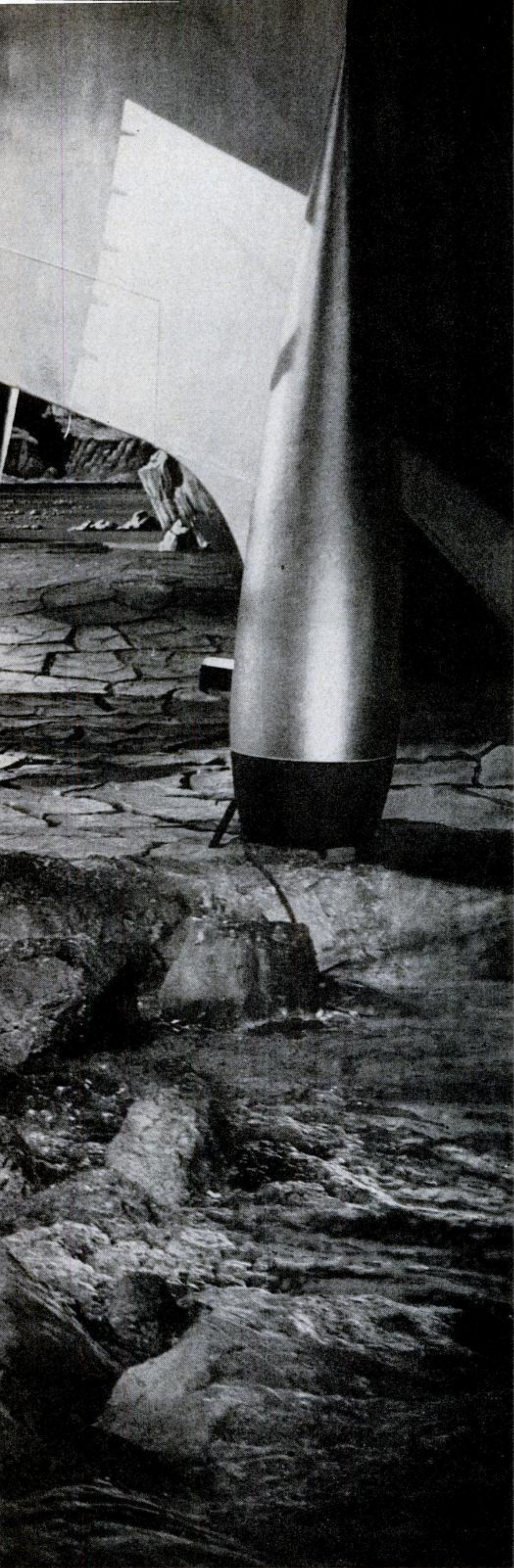
Believing that the nation which controls the moon will also control the world, four U.S. patriots prepare to take off in a 150-foot rocket ship based in the Mojave Desert. Strapped to their respective crash couches inside the rocket, the four heroes await the final count-off: 30 . . . 29 . . . 28 . . . 27—each man braces himself; 14 . . . 13 . . . 12 . . . 11—sweat pours out of every face; 4 . . . 3 . . . 2

. . . 1—FIRE! A cataclysmic roar! A blinding flash! A mighty shudder! The ship catapults skywards. Inside, the din is deafening. Then suddenly there is dead silence as the rocket zooms faster than the speed of sound and the blast-off is complete. Forty-six hours later, after several mid-voyage mishaps (*above*), the ship settles down in the crater Harpalus, high in the moon's northern latitudes.

Such goings on make *Destination Moon*, a Technicolor movie to be released this summer, the most authentic attempt so far to picture a lunar expedition. Photographed mostly on a huge Hollywood stage (*next page*), the movie met its chief obstacle in the form of important scientific visitors who poked around the painted craters just to get an idea of what a trip to the moon might really be like.



AFTER LANDING ON MOON, CREWMEN LEAVE ROCKET AND LOOK FOR RADIOACTIVE MATTER WITH GEIGER COUNTER. TWO MEN IN REAR ARE TEMPORARILY ACTED BY



MIDGETS BECAUSE THEIR SMALLER SIZE GIVES ILLUSION OF DISTANCE

CONTINUED ON NEXT PAGE



What you should know about Tooth Decay

NO ONE WAY TO PREVENT TOOTH DECAY...

Many things can cause tooth decay—and there are many theories on how to prevent it. Almost all dental authorities agree that there is no one preventive. Possible causes of tooth decay can be grouped as follows: *Bacteria, Poor diet, Bodily defects.*

WHERE DENTIFRICES CAN'T HELP...

A dentifrice cannot prevent decay resulting from poor diet, especially in early childhood. Nor can a dentifrice prevent decay caused by sickness or bodily defects.

ATTACKING BACTERIA...

Squibb and others make dentifrices that help combat bacteria held to be harmful to the teeth. Squibb uses magnesium hydrate in its Dental Cream and Toothpowder. This alkalizer helps neutralize mouth acids in which harmful bacteria thrive. Others use ammoniated substances to alkalize these bacteria. *There is no conclusive proof that one alkalizer is more effective than the other.*

BRUSHING TEETH CAN HELP... Most dentists recommend brushing teeth after

every meal with some form of dentifrice. All do not believe that a dentifrice can help prevent decay, but they know that dentifrices help in other important ways... to improve the appearance of your teeth... to clean away food particles... to freshen your taste and breath. Squibb Dental Cream contains real mint as a refresher. It helps polish teeth to *normal* whiteness without harming tooth enamel. Important also are purity and safety—if swallowed, Squibb Dental Cream has a gentle antacid effect.

SAVE YOURSELF WORRY, PAIN, EXPENSE...

Remember... a good, reliable dentifrice cannot combat all the possible causes of tooth decay. See your dentist regularly for a complete check-up. That is still the best way to save yourself needless worry, pain and expense.

Leaflets containing this text, are available to dentists upon request. Write E. R. Squibb & Sons, Room 103, 745 Fifth Avenue, New York 22, N. Y.



SQUIBB Dental Cream

The priceless ingredient of every product is the honor and integrity of its maker.

Can you outguess an expert?



"What's in this wrapped box?"
a smart package designer was asked.



"I'd say it was note paper,"
she answered. But she "said" wrong!

There's a good reason why this wrapped box fools even experts!
It's *designed* to keep the contents a secret! Actually . . .

It's Modess . . . in the ever-so-clever new-shape box. Looks as if it might contain so *many* things. Carry it serenely, for no one will guess what's inside the wrapping.

And to make sure you'll *always* get it neatly wrapped . . . Modess now wraps the boxes before they even reach your store. No delay or embarrassment for you.

Of the leading brands, only Modess brings you these two keep-a-secret extras.

Same number of fine Modess napkins per box; same price. Regular, Junior, or Super Modess sizes.



**Modess—new-shape box comes ready-wrapped
to save embarrassment!**

BESTFORM

no finer fit
at any price

**to minimize
your waist-line . . .**

Bestform's all satin,
Talon zipper figure molding
girdle, featuring "swing-back"
elastic band for a flat
midriff and vertical stretch
back. At fine stores.

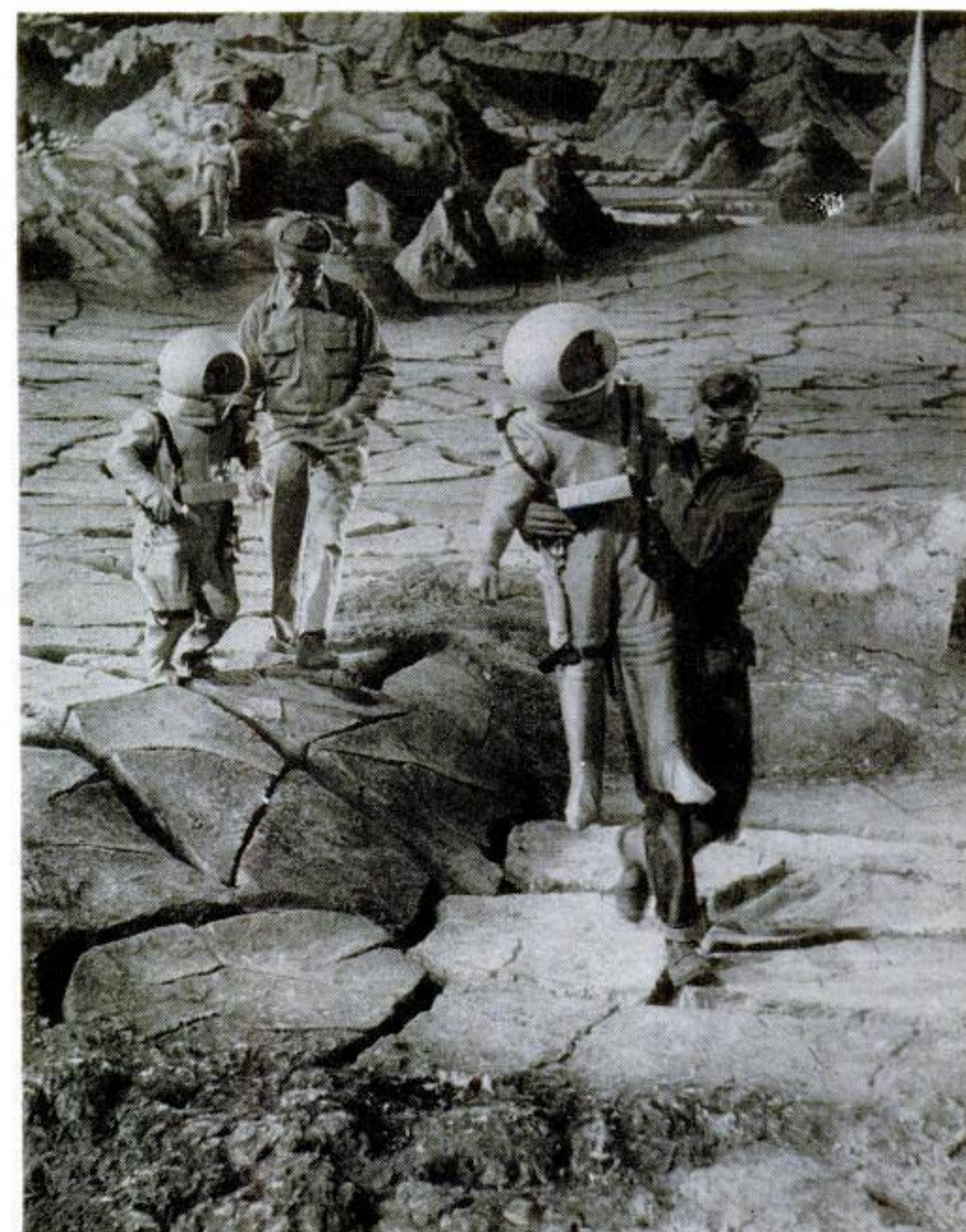
Style 5664—16", sizes 26-34. \$6.95
Style 5464—14", sizes 25-32. \$6.95
In white, nude and blue.

"Destination Moon" CONTINUED

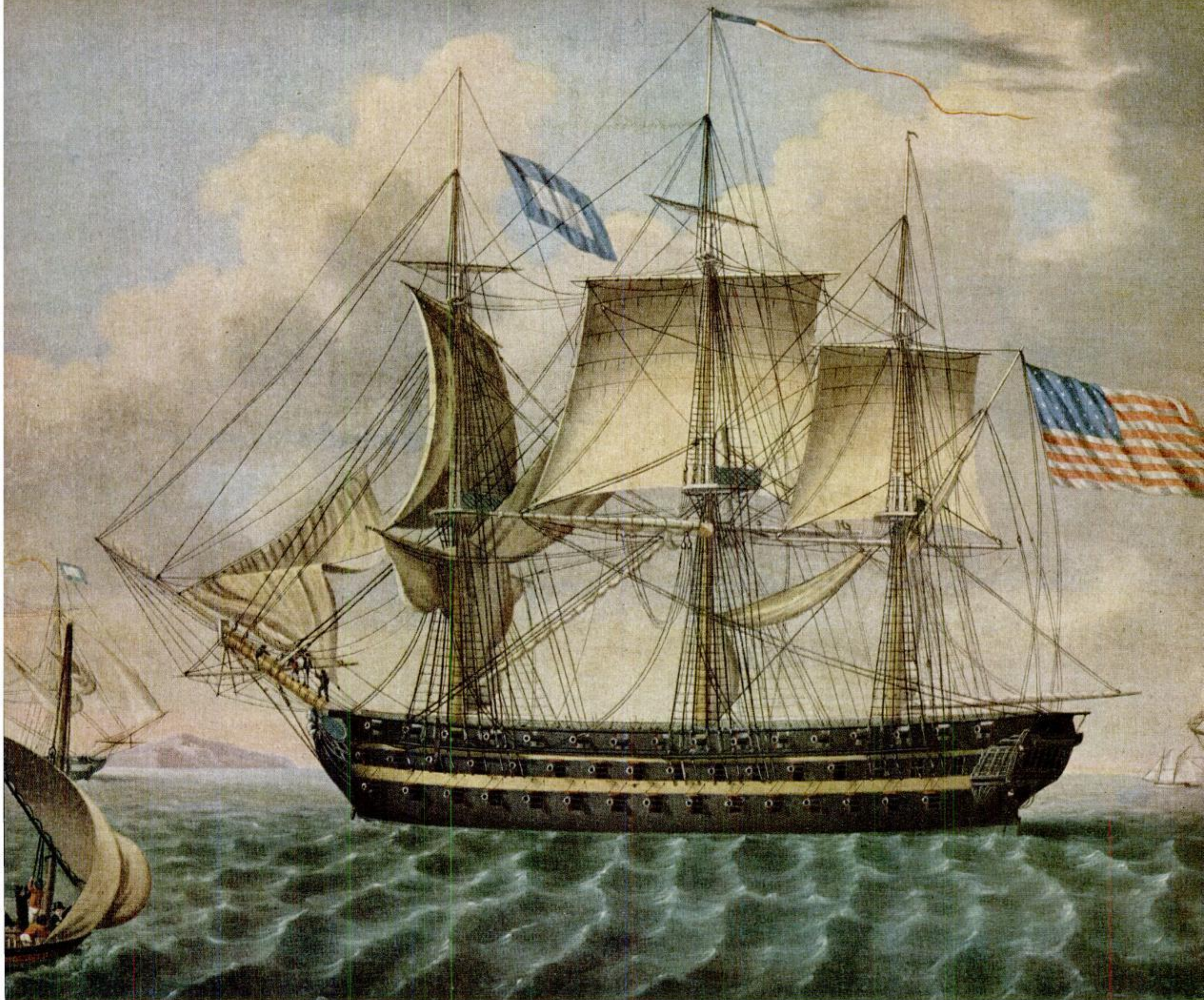
MOVIE USES MIDGETS, WIRES, NET



RESCUE SCENE, shown on page 107, was taken by cameraman perched on crane, using camera installed inside revolving framework. Taken by this camera, actors who were almost stationary looked as if they were revolving in mid-air. Performers were hung by piano wires with net below in case wires broke.



MIDGET ACTORS are helped by stagehands over rough terrain. Actor in front was hung by wire so he could make high leaps as he ran on moon's surface where power of gravity is less. This picture was taken at same spot as one on previous page, but small-scale rocket was put in rear to create different view.



U.S. *Ship of the Line* NORTH CAROLINA

Battery of 74 guns Launched in 1820 at Philadelphia Navy Yard

*From an oil painting on wood in the collection of the
Insurance Company of North America*

Better service to the public has always been the first aim of the Insurance Company of North America and its affiliated companies. We have broken insurance traditions . . . launched new ideas . . . whenever we saw ways to serve the public better.

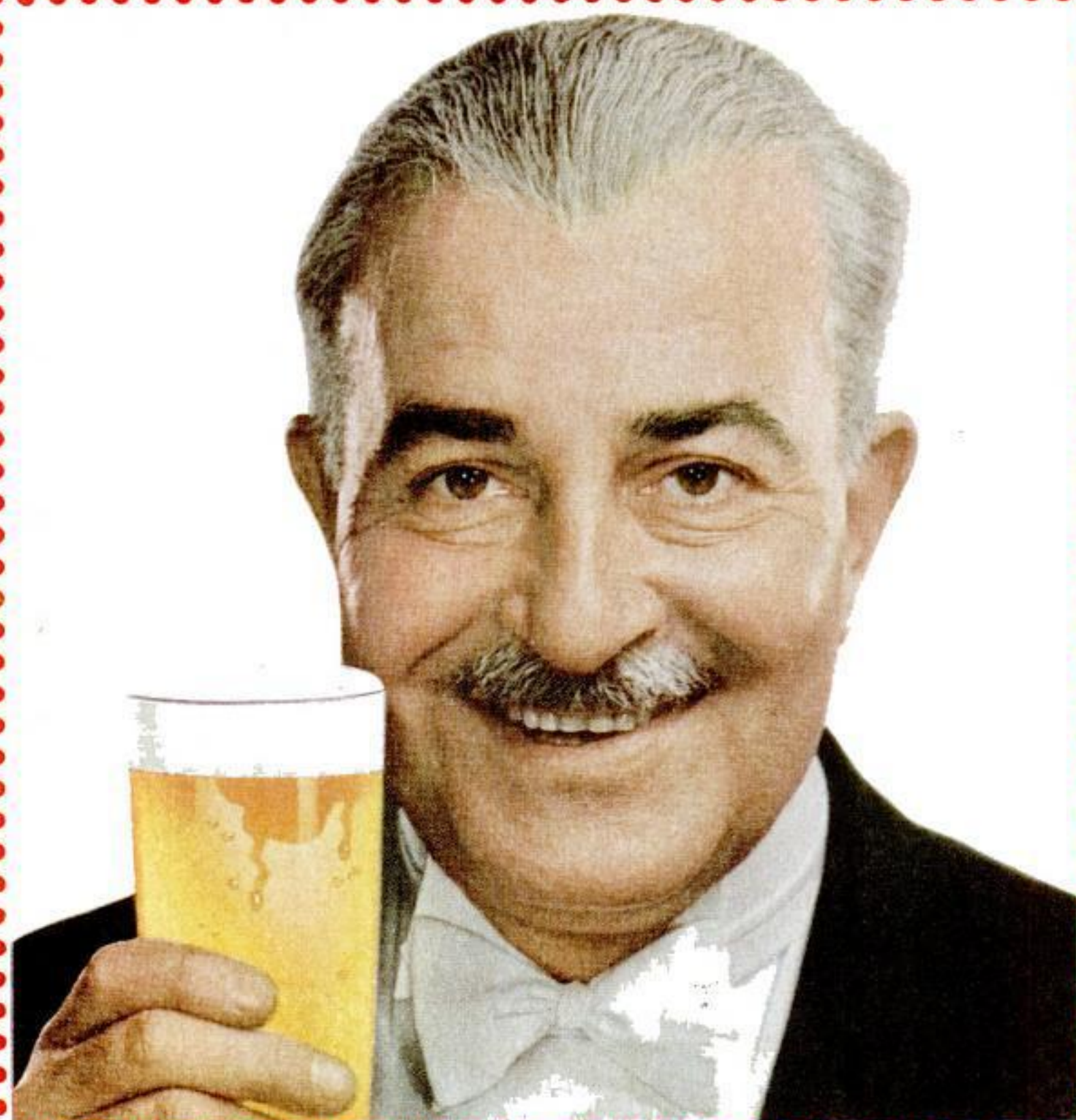
Insurance Company of North America, founded 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the "North America" Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance; Fidelity and Surety Bonds. Sold only through Agents or Brokers.



INSURANCE COMPANY OF
NORTH AMERICA
COMPANIES, *Philadelphia*

Still pioneering, still working in the public interest, as we have for 158 years, we are constantly working out property and liability insurance that is broader, simpler, easier to buy. For you, the policyholder, this means insurance that does *more* for your money.

Insurance Company of North America
Indemnity Insurance Company of North America
Philadelphia Fire and Marine Insurance Company



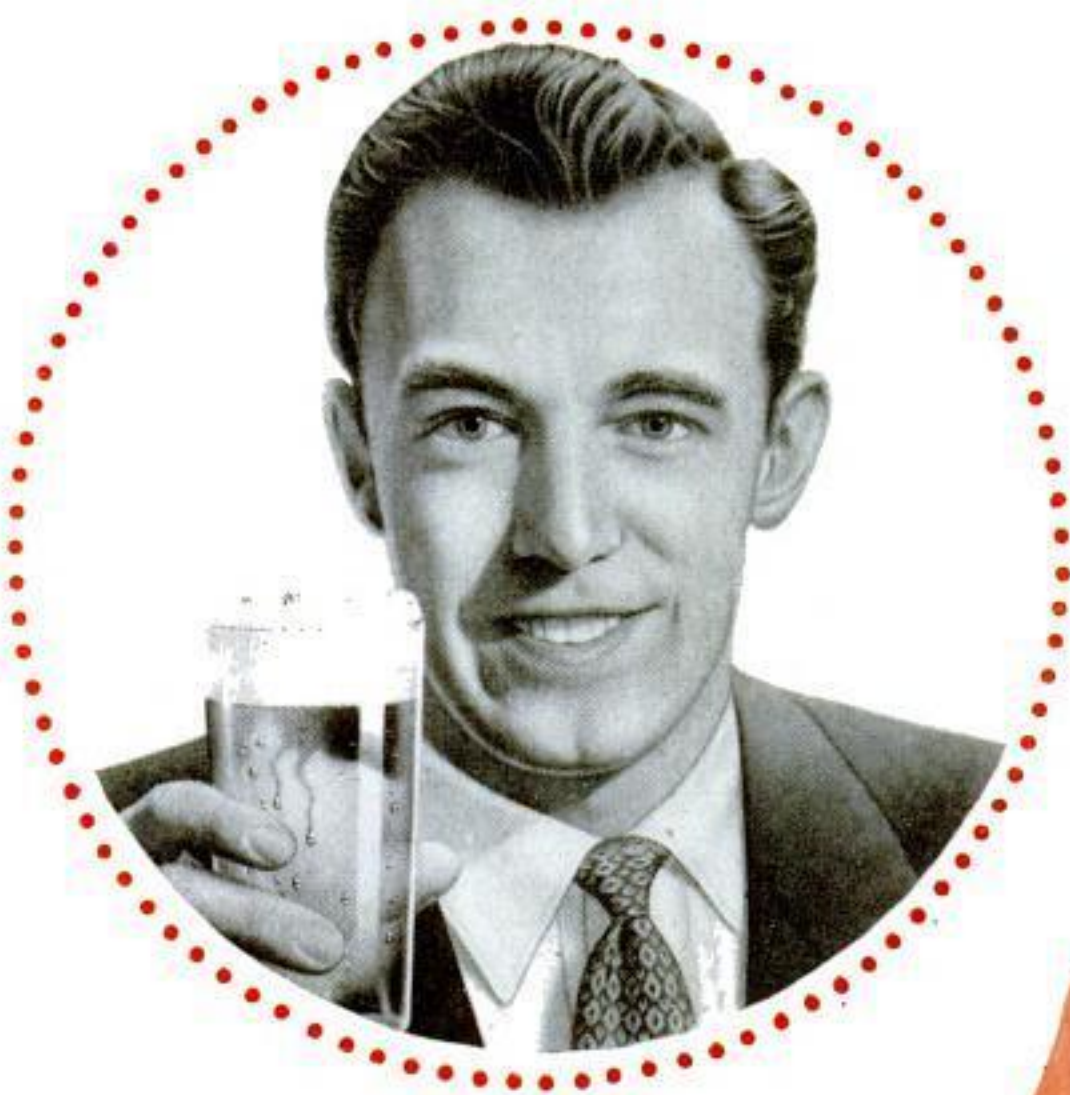
"I've found out

**"I've
found out,
too"**

"This I know... Carling's Ale has a character all its own. There's a clear, delicious flavor to Carling's—a wonderful difference—that no other beer or ale can match."

Orville O. Retzsch

ORVILLE O. RETZSCH
Salesman
Cincinnati, Ohio



... there's music in a glass of Carling's Red Cap Ale! A clear, bright harmony of flavor that gives Carling's the character that makes it America's great ale!"

Arthur Fiedler

ARTHUR FIEDLER, famous conductor of the Boston "Pops" Orchestra, whose RCA Victor Red Seal album of Anderson's "Irish Suite" has just been released.

CARLING'S
Red Cap **ALE**

BREWING CORPORATION OF AMERICA, Cleveland, Ohio





BEST HOUND IN U.S.

He is irresistible and unimpressed

"Irresistible," said a dog show judge looking at the lithe body and long dark coat of Turkuman Nissim's Laurel, a 5-year-old Afghan hound known as a black Afghan. Generally judges favor light-colored Afghans, but at this year's Westminster Kennel Club show Laurel beat 35 other Afghans to become best of breed, then beat the best of 14 other

hound breeds to become the first black Afghan ever chosen best hound of show. Back in his kennel in New Canaan, Conn., Laurel seemed bored (*above*) by the honor. Whelped in England, he is an aloof dog, choosy about friends. His ancestors in Afghanistan were used to hunt leopards and deer, but Laurel stays in the yard and never hunts even rabbits.

AH-H-H... SPRING!



**... and time to see your Texaco Dealer
for a Spring check-up**

Lively as a circus performer, with new power and pep and "cushiony" riding ease—that's how your car will feel when your Texaco Dealer gives it a complete Spring check-up. He'll check spark plugs . . . drain and flush radiator . . . put Custom-Made Havoline Motor Oil in the crankcase. You'll enjoy that "cushiony" ride after Marfak lubrication . . . and thrill to the extra power that's yours with Sky Chief, the premium gasoline with *volatane control* . . . or Fire-Chief, the economy gasoline that sells at *regular* gasoline prices. For new driving pleasure, get a thorough Spring check-up from your Texaco Dealer, *the best friend your car ever had.*

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



TUNE IN . . . TEXACO STAR THEATER starring MILTON BERLE on television every Tuesday night. See newspaper for time and station.

MIKE RECTOR CAN PLAY AGAIN

Boy who was almost burned to death comes home to lead normal life

Last week 5-year-old Mike Rector left Washington, D.C.'s Casualty Hospital to return to a place he scarcely remembered—his home. Mike Rector is the little boy who 17 months ago was almost burned to death at the stake in a game of cowboys and Indians. His flesh seared from the armpits down, his life slowly ebbing away, Mike was given no chance to live as doctors worked over him on the operating table. But seven months later, when LIFE (June 13, 1949) reported on Mike, he was, miraculously, still alive—saved by modern medicines, a brave group effort, the care and affection of his parents, and his own firm courage.

In the 10 long months since, the job has been

one of continuing, slowly and painfully, to rebuild Mike's nearly consumed flesh. It was an expensive job (nearly \$10,000), whose cost will be borne by the hospital and Washington's health department. Mike has received 30 skin grafts. By last December most of his bandages had been removed and he was learning to walk in a mechanical walker (*next page*). Now he has 1,000 square inches of whitish new skin, taken from his father, other donors and the few unburned portions of his own body. Though he must be careful not to fall and scrape the new tissue, Mike is otherwise a strong, energetic, happy boy, whose weight is almost normal. Next fall he will be ready to enter kindergarten.



ON OPERATING TABLE Mike gets first skin graft. This was lead picture of LIFE's previous story on Mike.

PROUDLY SPORTING A BRAND NEW HOPALONG CASSIDY SHIRT, MIKE RECTOR PUSHES WAGON, LOADED WITH NEW TOYS, ALONG SIDEWALK IN FRONT OF HIS HOUSE





Extra! Extra!



"GOOD NEWS TONIGHT,
WHITEY?"



"IT'S ALWAYS
GOOD NEWS, BLACKIE,
WHEN BLACK & WHITE
IS SET OUT FOR GUESTS.
—ITS QUALITY
AND CHARACTER
NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



LEARNING TO WALK after months in bed, Mike travels along a hospital corridor in an adult-sized mechanical walker. Picture was taken in December.



STRETCHING SKIN, Mike practices standing erect. The remaining scar tissue tends to draw him to stooped position. A few more grafts will remedy it.

**2,000,000 WOMEN WALKED
AWAY FROM WASHDAY**

The story of a dial that changed a nation's habits...



By 1937, America's network of power lines—hooked to vacuum cleaners, toasters, refrigerators, ranges—had given hordes of home-makers a taste of the priceless gift of leisure. Millions of electric washing machines had replaced washboards and set-tubs.

But 1937 electric washers took a gruesome toll in time and labor. The housewife, in an average family of four, found herself chained to her dreary, monotonous, lift-and-soak washday chore for a day or more, *every week of her life*.

The need was for a washer that had, not only electric muscles—but an electric brain. A washer that would fill itself, soak the clothes, wash them, rinse and damp-dry them, clean itself, drain itself and shut itself off—all automatically.

In 1937, that dream was realized. The Bendix automatic Washer was perfected, and the first models put on the market.

To discover what a tremendous impact this new kind of washer had on American living, see below.

How washday slavery became obsolete in just 13 years



1. In 1937, a far-sighted appliance man from Monroe, La., asked Bendix Home Appliances, Inc. to exhibit washer No. 1 at the local Parish Fair. To the public, and established washer manufacturers, it was another "Fulton's Folly"—a great idea, but, of course, it couldn't work.



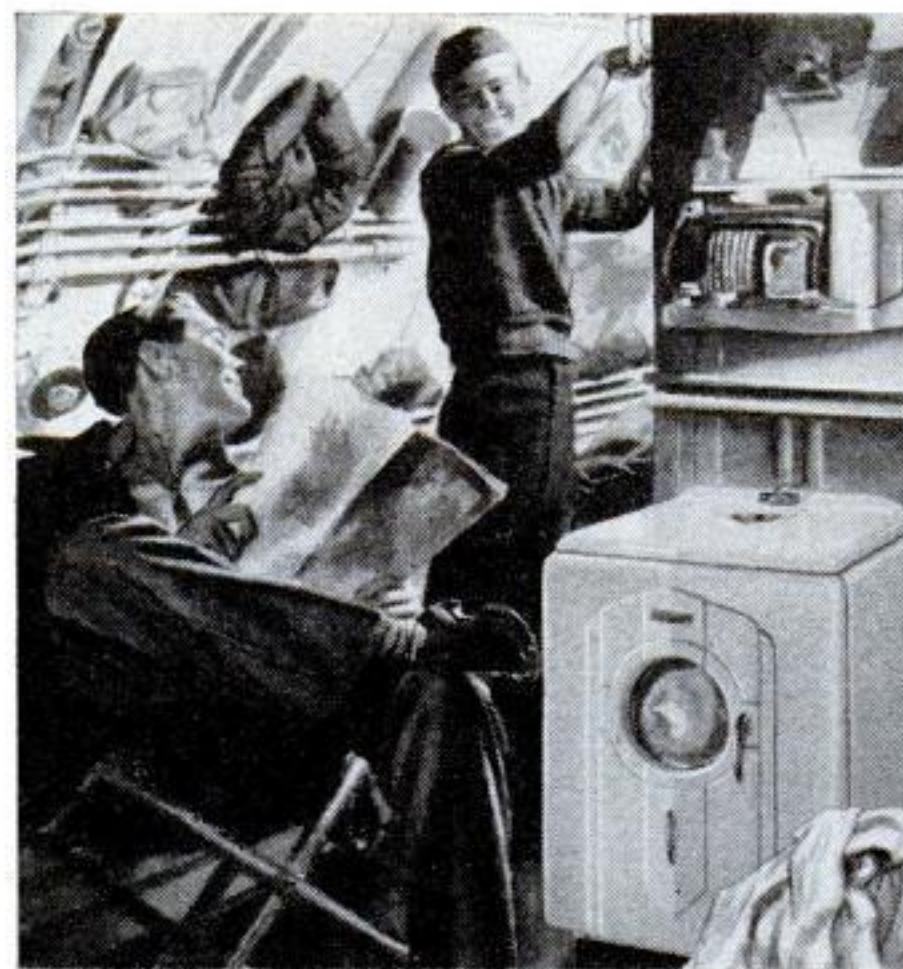
2. In the next two years, the Bendix idea began to "take." A few women bought machines, liked them, told their friends. Sales began climbing, although the road was still rocky.



3. Such a novelty was a Bendix Washer that guests in a Bendix home, at least once during a get-together, all trooped downstairs to watch this mysterious machine work. By 1941, other washing machine makers began promising "miracle machines" of their own. Bendix sales reached 100,000.



4. When the war broke out, all washing machine manufacture halted. By this time, there were 330,000 Bendix Washers taking the washday load off their fortunate owners. But this was only 1½% of all the washers in American homes.



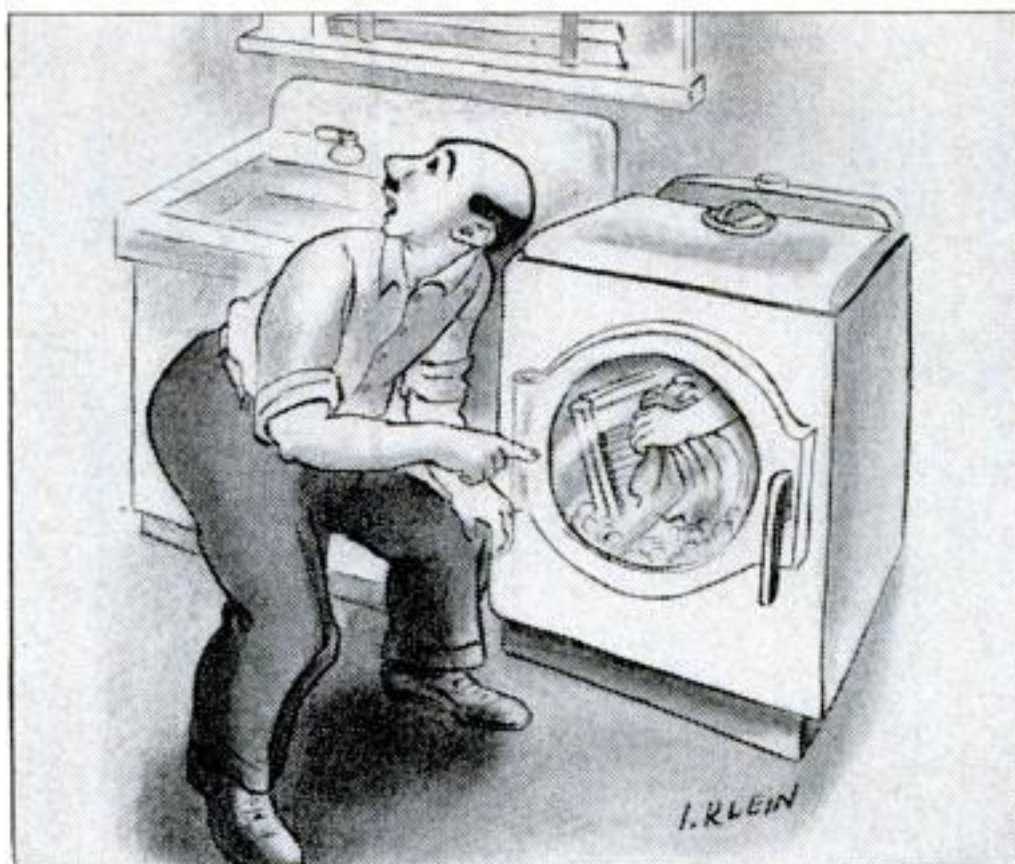
5. Bendix Washers saw war service on many fronts. An American submarine that sneaked into Tokyo Bay carried a Bendix with it. Many other naval vessels found room for Bendix Washers.



6. On the home front, this so-called "gadget" of 5 years back really proved itself. Help, time, laundry service were scarce. Bendix owners pitched in to help war-working neighbors with their wash. Millions became Bendix-conscious; determined to own a Bendix themselves.



7. In 1946, production was resumed. Survey after survey made among American women proved that a miracle had occurred. A third of all those who wanted a new washer wanted a Bendix automatic Washer. The washers couldn't be made fast enough.



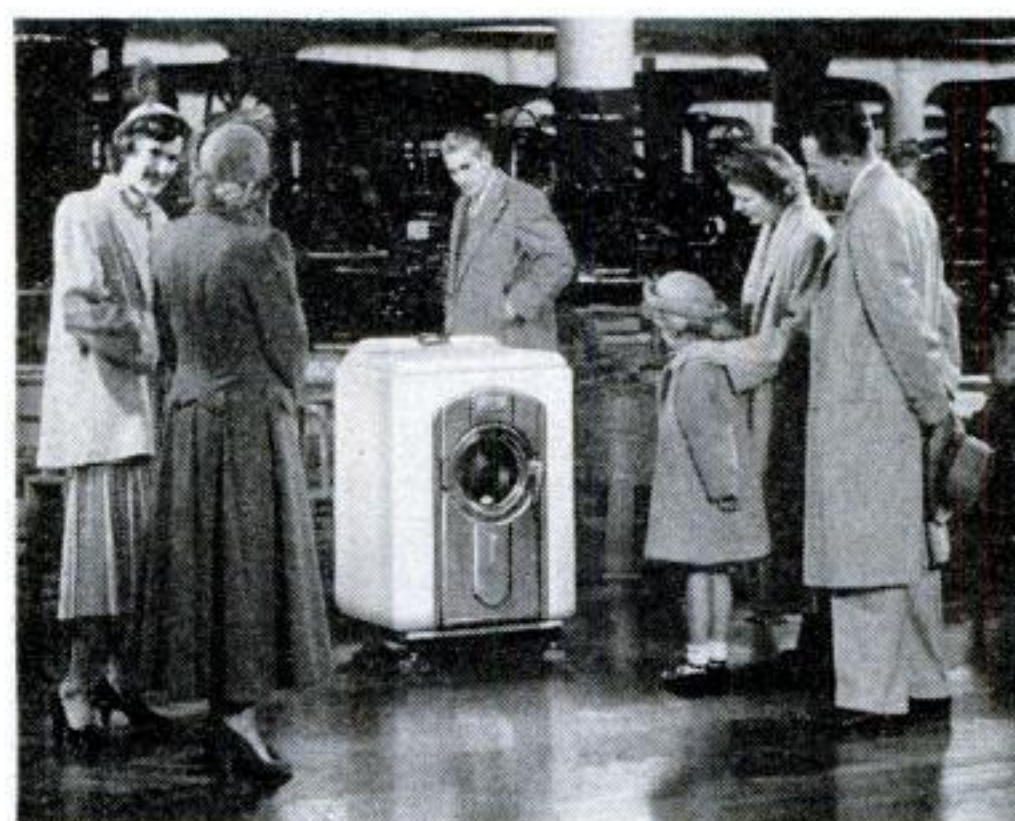
8. Like the early "Model T", the Bendix had by now won a place in America's heart. Cartoons, radio jokes about the "washer with the porthole" became common. Articles on automatic washing appeared in women's magazines. The Bendix had become a symbol of modern living.



9. In 1947, other machines finally appeared. But no way had been found to build an inexpensive automatic washer like the Bendix. Still, women could now pick and choose between makes. That year, Bendix sold over 600,000 washers; all other automatics combined sold 367,000.



10. The "self-service" laundry had come into being. Veterans found this new business a golden opportunity. Like the early-century barber shops, they became community club-rooms. Housewives, clerks, students, sat and chatted, while a battery of Bendix Washers inexpensively did their laundry for them.



11. In 1947, too, the 1,000,000th Bendix was built. It had taken ten years for the idea of automatic washing to register; now it had created a great new industry. This 1,000,000th Bendix, made of silver and gold, is on display in the Edison Institute Museum at Greenfield Village, Dearborn, Michigan.

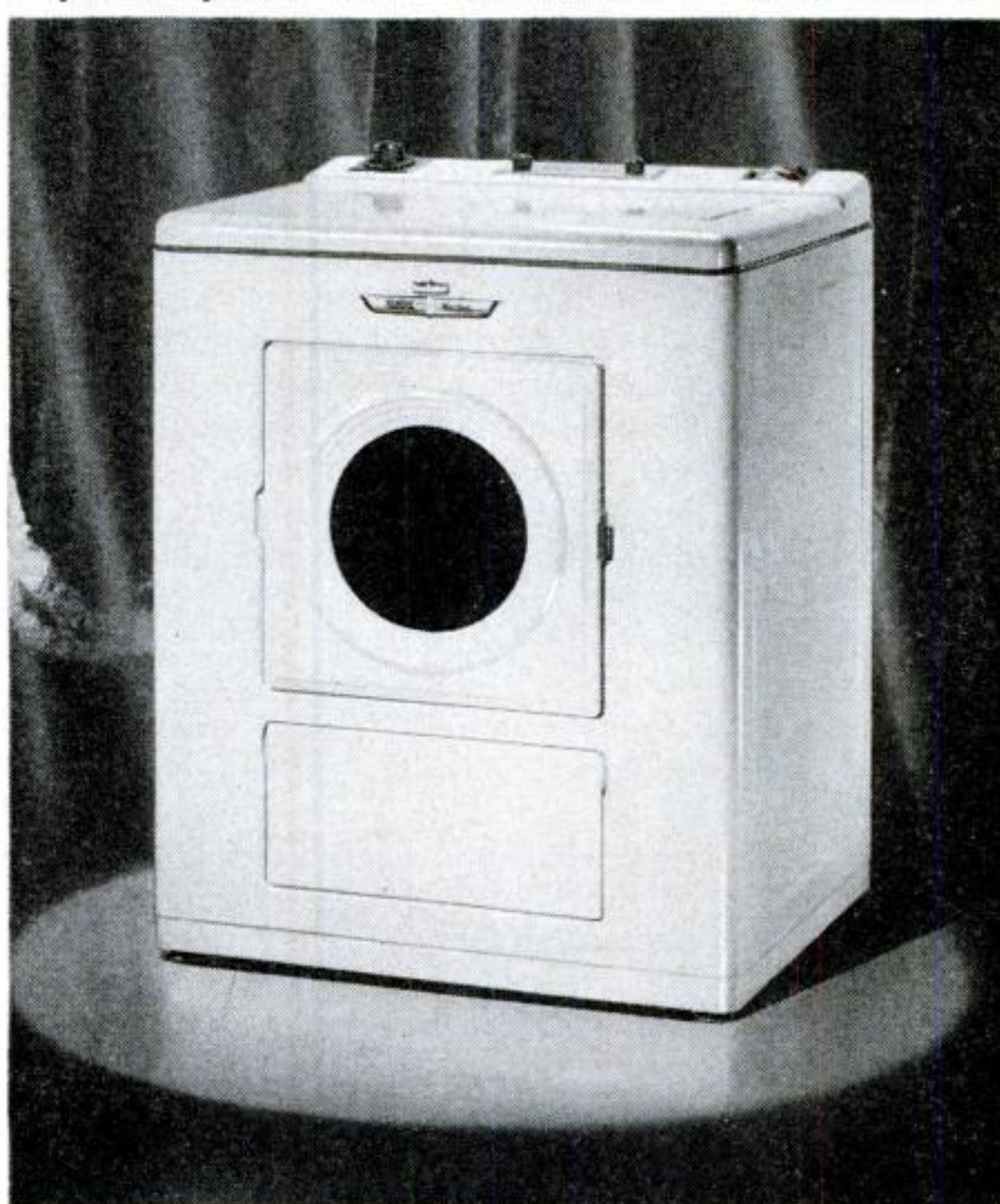


12. Meanwhile the Bendix automatic Dryer had appeared. This startling new machine gently tumbled clothes sweet and fluffy-dry in a matter of minutes. The weatherman had ceased to be a factor in the wasday picture.



13. In 1949 and early 1950, two new Bendix Washers were introduced. The Bendix Economat employed an entirely new principle, slashed the price of automatic washing to the bone, quickly became America's fastest-selling automatic washer. The Bendix Dialomatic, introduced in 1950 brought the price of workless washing down still further. It sells at a mere \$169.95. (Suggested retail price)

2,000,000th BENDIX WASHER



14. This month, the 2,000,000th Bendix slipped off the production line. Accelerated demand has driven Bendix production rapidly upward. In the last 3 years, as many Bendix washers have been made and sold, as in the previous ten. Bendix is still America's most-wanted washer.

It is no longer a novelty. You can buy a Bendix anywhere. A great organization of Bendix automatic Washer dealers brings automatic washing to every city and hamlet, offers wasday help and advice to all, further advances the cause of wasday freedom.

And Bendix Home Appliances, Inc. still works toward its original goal: to find more ways to bring more freedom to more women at ever-lower prices. The 2,000,000th Bendix is another significant milestone on that long, but well-lighted, road ahead.

BENDIX HOME APPLIANCES, INC., SOUTH BEND, IND.

**There are more Bendix
in use than
all other automatic
washers combined**

How to Take The Offensive for Peace

The new adviser to Secretary Acheson sums up the score of the cold war and unveils some new ideas he will now be in a position to put into action

by JOHN FOSTER DULLES

Three weeks ago, while Washington seethed with inter-party rows that threatened to smash bipartisanship in U.S. foreign policy, President Truman settled down in the sun at Key West with a good book. The book: John Foster Dulles' *War or Peace* (Macmillan, clothbound, \$2.50; paper, \$1.00), which Mr. Dulles had sent to him before its publication date of April 18. The President was

therefore well prepared when Republican Senator Vandenberg urged the appointment of Mr. Dulles as a top-level adviser to Secretary of State Dean Acheson. LIFE presents on these pages a condensation of *War or Peace* that sums up the views of the man who will now have more say in the making of foreign policy than any individual except President Truman or Secretary Acheson.

IF we look about the world, we see warning signals that in the past forecast reliably the coming of war. Already Soviet Communism has extended its control over more than 700 million people, or about one third of the human race. This has happened in 33 years. Never before have so few gained so much so fast.

The Soviet leaders have great military power. They control the world's greatest pool of dependable manpower, and they now have atomic weapons. An armament race is in full swing, and United Nations efforts to check that race have so far proved fruitless.

Communists have always assumed that Communism and Capitalism would become locked in a death struggle. Many people in the United States are today making that same assumption. That in turn makes war more likely.

There should be no illusion about the reality of the danger. It is immense. Future generations will look back with amazement if war is averted. It will be an achievement without precedent. Yet that is our task.

What is peace?

IF we are going to embark upon the task of waging peace, we should know what we mean by "peace." Some people have a conception of peace so distorted that to seek it really means war. For example, some Americans think of peace as a condition in which our nation is isolated from all external forces and lives its own solitary life.

I can think of nothing that would make war, and defeat, more certain for the United States than for the American people to sit idly by while Soviet Communism completes the encirclement which it has planned in order to isolate us, to weaken us, and eventually to strangle us.

A second American misconception of peace is a world dominated by the United States.

There are some Americans who rather naively, and to some extent unconsciously, assume that a world at peace will conform to *our* ideals and *our* wishes. There are perhaps a few who would like to assure American supremacy by what they call a "preventive war" to suppress

the only apparent major obstacle to an "American peace."

The world has known periods when a single nation was politically dominant—in a position to compel others to conform to its views. There have been a Pax Romana and a Pax Britannica. But both were won by war.

A third misconception is that in a world at peace everything remains as it is. But change is the law of life, of international life as well as national and personal life. If we set up barriers to all change, we make it certain that there will be violent and explosive change.

So, as we strive for peace, let us not see peace as isolation, or as world domination by the United States, or as stagnation.

Peace is a condition of community, of diversity, and of change.

Mr. Molotov at his best

HAVING defined clearly in our own minds both the peril and the purpose before us, we can sensibly examine the policies we have adopted to avoid the one and achieve the other.

The broad policy of "no appeasement" was born at the first major postwar conference. That was the initial meeting of the Council of Foreign Ministers. It was held in London in September and October, 1945. Mr. Byrnes was there as the United States Secretary of State; and I, as a Republican, was with him as adviser. Because this conference was the starting point for so much, it deserves our attention today.

The Council gatherings were small—the foreign ministers, each with four advisers, gathered around a large round table. It is in groups of such a size that Mr. Molotov, a skillful fencer, performs to best advantage.

Circumstances favored him. He had been foreign minister since 1939. His four colleagues were attending their first important conference as foreign ministers, except that Mr. Bevin had been at Potsdam for the last five days of that conference.

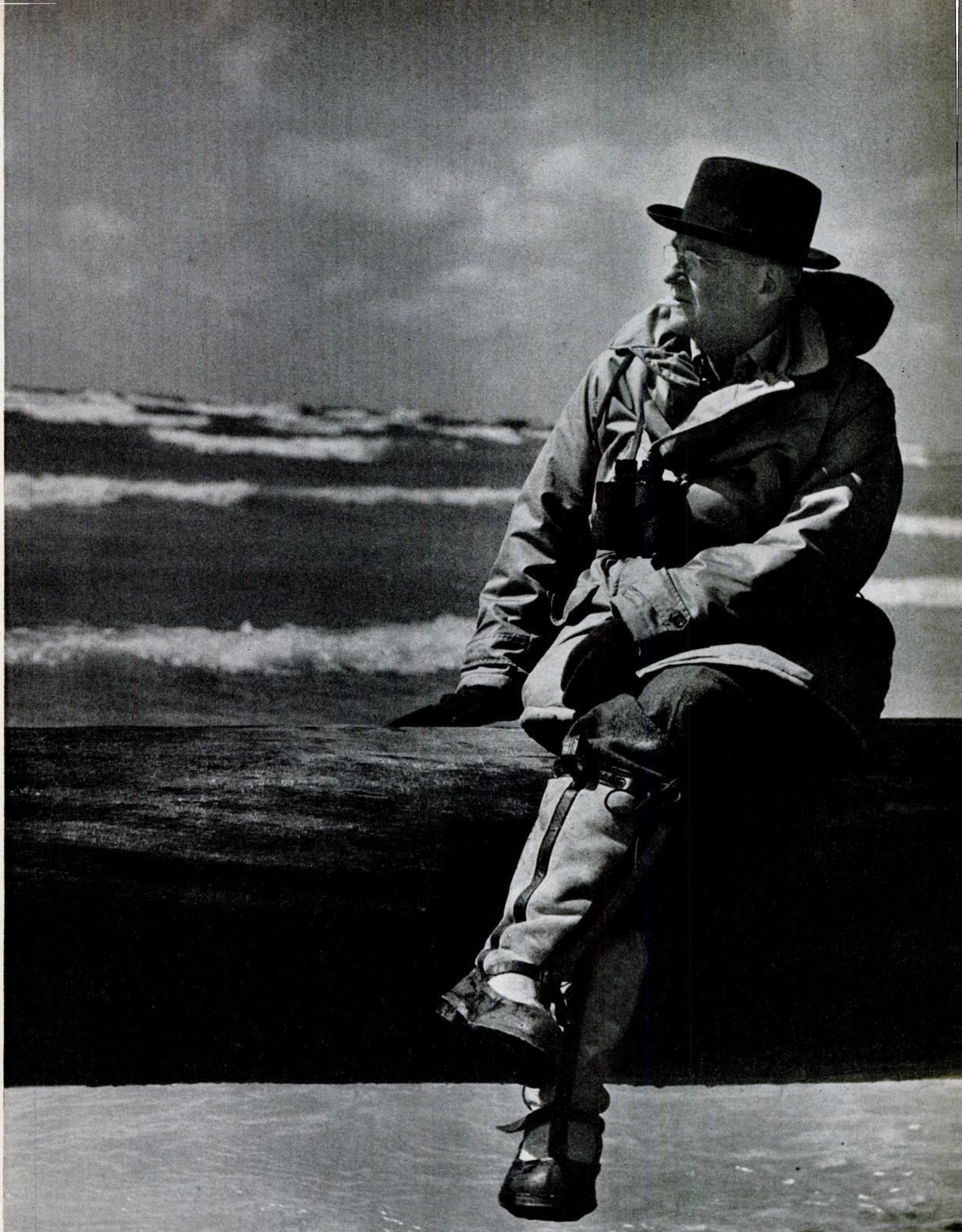
Secretary Byrnes spoke freely, and wholly "off the cuff." He had proven ability to talk men into agreement, but he was not always legalistically

precise. Molotov sought repeatedly to draw him out. After Mr. Byrnes had spoken, Mr. Molotov would frequently say that he was perplexed because Mr. Byrnes had seemed to state his position in slightly different ways. What, precisely, was it that he proposed? Would not Mr. Byrnes be good enough to restate the case so as to clarify it? Mr. Molotov obviously hoped that, by evoking statements and restatements that were extemporaneous, he might bring about a misstatement upon which he could seize. Mr. Byrnes eluded all dangerous pitfalls. It was a game of wits that was fascinating to observe.

Mr. Bevin was bluff and hearty, easily angered and quickly repentant of his anger. Mr. Molotov treated him as a *banderillero* treats a bull, planting darts that would arouse him to an outburst. On one occasion Mr. Bevin was provoked into saying that Mr. Molotov talked like Hitler. Mr. Molotov jumped to his feet, saying that he had not come to London to be insulted, and stalked to the door. Mr. Bevin, with contrition, hastened to explain away his heated words and, as a mark of his sincerity, indicated that he would concede the point then in dispute. Mr. Molotov had been careful to open the door very slowly, and he got back long before the translation into Russian had been made.

Mr. Molotov's objective with Mr. Bidault was to provoke him to leave the conference. For the first time since the surrender of 1940, France was sitting as an equal at the table of the great. French feelings were still raw from the indignity of exclusion from the inner conferences at San Francisco and total exclusion at Potsdam. So Mr. Molotov tried to outrage French honor by petty slights. He would, for example, ask Mr. Bevin and Mr. Byrnes for a postponement by an hour of the time for meeting and then would not tell Mr. Bidault. Mr. Bidault, appearing punctually at the original hour, would sit with growing impatience as no colleagues appeared; or he would return to his hotel. On occasions he was on the verge of returning to Paris. But he always stopped short of falling into the trap which Mr. Molotov had set.

Mr. Wang, the Chinese foreign minister, was



STATESMAN IN A PARKA and an old Homburg, John Foster Dulles rests on the shore of Lake Ontario before going to Washington to plunge into his new job in the State

Department. Immediately after his appointment he took off with his wife for two weeks of fishing, hunting, hiking, wood-chopping and—his favorite hobby—bird-watching.



Human sheep are plentiful. And they are often quite nice and intelligent. But they *will not* take a step off the beaten path away from the other sheep. Lady sheep do not welcome any change. For instance, they hang back from improvements like Tampax just because this form of monthly protection is worn internally.

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U.S. FOREIGN POLICY WAS BORN at the Council of Foreign Ministers in London in 1945. Molotov (4), after insulting France's Bidault (2) and China's Wang (5), made an

attempt to force them out of council. Bevin (3) and Byrnes (1), advised by Dulles (6), blocked the move, refusing to appease Russia by sacrificing friendship with China and France.

DULLES CONTINUED

stolid and shrewd. He spoke rarely and could not be provoked. The Molotov technique was to ignore him. He made it clear that China, or at least Nationalist China, was to him a cipher, and that Mr. Wang's seat might as well have been vacant.

I have seen in action all the great international statesmen of this century, beginning with those who met at the Hague Peace Conference of 1907. I have never seen personal diplomatic skill at so high a degree of perfection as Mr. Molotov's at that session.

It did not, however, get the results that Mr. Molotov wanted. In the end he had to fall back on a crude ultimatum—the Soviet would not proceed unless France and China withdrew, and unless all decisions contaminated by their presence were deemed null and void and considered anew.

When it appeared that the Soviet position was adamant, the United States delegation had days of great anxiety. It was difficult for Secretary Byrnes. He had come to his position as Secretary of State partly because he had a great faculty for compromise of political differences, for finding formulas on which opposing interests could agree. It was not pleasant for him to contemplate returning empty-handed. It was also apparent that there was much truth in the Soviet argument that, if our two nations were unable to agree, peace would be in jeopardy.

On Sunday morning, Sept. 30, 1945, Secretary Byrnes and I talked alone in his bedroom at Claridge's Hotel. We explored the problem, and the Secretary asked whether I did not feel that there was some basis upon which we could effect a compromise. I told him that I saw none.

We went from the hotel to the Council chamber at Lancaster House. Secretary Byrnes had given me no inkling of his final decision. It emerged, however, in the course of the day's debate. He rejected the Soviet demand. He would not, for the sake of agreement with the Soviet Union, make a compromise that would sacrifice our country's historic friendship with China and France.

At that moment our postwar policy of "no appeasement" was born.

Once the West's stand was taken, Soviet strategy called for "a whispering campaign" to spread the view that the differences between the Soviet Union and the United States were merely episodes in a typical "great power" struggle between two nations.

At the first meetings of the United Nations Assembly, this point of view was quite generally accepted. Under such circumstances, it would be both natural and appropriate for the nations not directly involved to stay aloof and not to identify themselves with either of the two great contestants. Even Mr. Bevin for a time said that the role of Britain was to be a "bridge" between the Soviet Union and the United States. Some of the small powers felt considerable

embarrassment in voting with the United States—particularly when the result was an overwhelming vote against the Soviet Union. There was supposed to be "neutrality."

The proceedings in the United Nations Assembly, however, led to a rapid evaporation of this groping for "neutrality." By actual conduct, demeanor, and action, the United States proved its integrity of purpose. "Neutrality" in spirit and in voting came to an end. There developed a spiritual solidarity among most of the non-Communist nations which was open, and of which none was ashamed.

Against this background it is interesting to recall a memorable March 10, 1939 speech of Stalin. In it he stated that it was "neutrality" that had enabled Hitler, Mussolini and the Japanese warlords to redivide the world in their favor. It was "neutrality," he said, that made inevitable a second world war. As Stalin pointed out, the League of Nations in that 1938-1939 period was impotent to do away with the spirit of neutrality which left each country alone to "defend itself from the aggressors."

Today, few in the West cherish the myth of "neutrality"; and, starting from America's "no appeasement" decision, almost all feel just about the way Stalin spoke 11 years ago.

The score

AFTER nearly five years of this "cold" war, if we make up the score, we find successes and failures. Let us consider first our minus score—the successes that Soviet Communism has gained by its methods.

In Europe, Soviet Communism, in the five post-war years, has consolidated its position in Poland, Czechoslovakia, Hungary, Romania, Bulgaria and Albania. It controls, in the Soviet Zone of Eastern Germany, an area of the utmost importance tactically and strategically. On the continent of Asia, Soviet Communism has won a victory in China which surpassed what Japan was seeking and we risked war to avert. In Africa the influence of Soviet Communism has grown over the past five years; and there is danger that repressive policies in the Union of South Africa may touch off an explosion that will spread throughout the continent.

Turning now to the Communist minus score, we find that the greatest failure of Soviet Communism has been in Yugoslavia, itself a Communist-dominated country. In Greece the check to Soviet Communism has undoubtedly been a serious and unexpected blow to the hopes of Soviet Communism.

In Western Europe the onward rush of Soviet Communism has been checked and the situation stabilized for the time being. There were three major Communist thrusts in Western Europe: One was made in France during November and December of 1947 by means of political strikes and sabotage; another was the effort to win the Italian elections of

CONTINUED ON PAGE 124

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DULLES CONTINUED

April, 1948; the third was the blockade of Berlin, begun in 1948. All three failed.

In the countries of Western Europe, productivity is, generally speaking, equal to or above the prewar level. But the European Recovery Plan, the North Atlantic Treaty, and the Military Assistance Program have not created in Western Europe a solid and dependable defense against the indirect aggression of Soviet Communism or against a possible armed attack by the Soviet Union.

In sum, we find that there has been a very definite shift in the balance of power in favor of Soviet Communism.

If any one of us were sitting as a member of the Politburo checking over the score of the last five years he would conclude that the Communist methods have worked very well indeed, and he would see no reason to abandon or to alter them materially.

That, no doubt, is the view of the Politburo. It was expressed by the official paper *Izvestia* on Jan. 1, 1950, concluding: "The New Year has come to us as a welcome and dear guest. We have celebrated it with the joyous feeling of creators and builders. . . . The sun of freedom and Communism shines brightly for the world today. Communism is conquering, Communism will triumph!"

"A Happy New Year, comrades, a very Happy New Year!"

The twilight zone

PERHAPS the major reason for Communist rejoicing is this: most of the non-Communist countries operate on the theory that they are either at peace or at war. Soviet Communism has invented an intermediate stage, a twilight zone of "not war, not peace." Our Constitution and legal system are so rigid that we are almost impotent to deal with this condition. We are devoting billions in money and our highest talent to preparation for a fighting war—a war that may never come. Meanwhile, we are being encircled and our strength is being undermined by the "cold war" that is here, and which could finally defeat us.

Needs for bipartisanship

WE can conclude only that the foreign policies which we have reviewed are good so far as they go, but that they do not go far enough. The situation today is comparable to that of 1942, although in geographic terms it is not as bad. Then we were not thinking about "peace" in terms of some settlement that might temporarily allow us to go on existing as an oasis in a totalitarian desert. We were not thinking about how to save our necks, but how to save freedom.

We need more of that spirit today. If we had it there would be far more chance of getting real peace. Security is the by-product, not of fear, but of great endeavor and great faith.

First of all, we need, here at home, to put bipartisanship in foreign policy on a solid basis. In 1944 the professional politicians, both Republican and Democrat, did not want to have bipartisan cooperation in world organization. Many Democrats opposed it because they thought that the Democratic party should try to capitalize on the popular desire for a world organization and make it appear that only the Democratic party had the will or the competence to achieve that result. Always, within the Republican party, powerful elements believed that bipartisanship was wrong as a matter of principle; that the duty of the opposition party was to attack and to expose.

Of course, the normal role of the opposition party should be to oppose. But these are not normal times. Our foreign policy is not just a U.S. foreign policy; it becomes the foreign policy of many nations and many peoples. Therefore, we cannot play with it as with something that is just our own. That requires that we make of it something that is dependable and something that is consistent, for the fortunes and the lives of many peoples are risked upon it.

How is this to be brought about? These principles should be kept in mind:

1) The primary responsibility for bipartisanship rests upon the Administration in power. Under the Constitution the President, and the President alone, decides on how to conduct foreign affairs. Without his positive action there can be no bipartisanship.

2) An invitation to members of the opposition to participate in making foreign policy bipartisan is meaningless and is a sham unless it is made to loyal members of their party, trusted by party leadership.

3) The opposition members selected to participate in making foreign policy bipartisan should be qualified by training and experience to make a genuine contribution and to take an active and constructive part in the formulation of foreign policy.

4) The opposition participants must have opportunity to get in at the early shaping of foreign policies and must not be left out until

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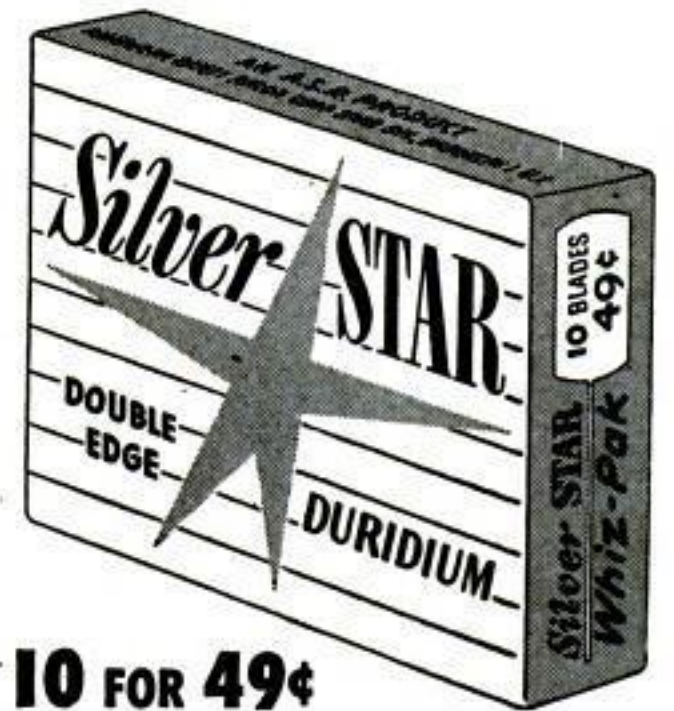
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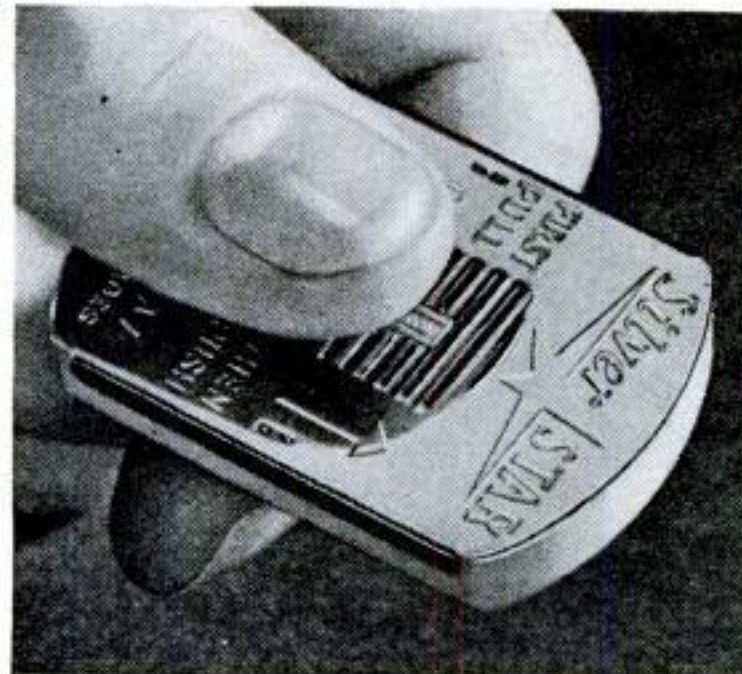
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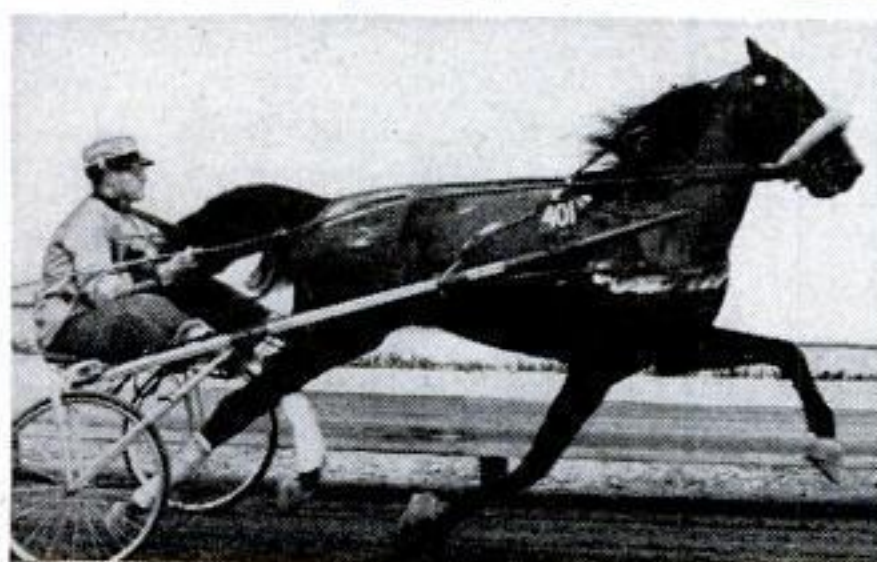
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"You have to try it to believe it!"

"Quick, easy blade changing sold me on the Whiz-Pak dispenser. And it took only one shave to sell me on this great new Duridium Silver Star blade. It shaves so clean, so fast, you have to try it to believe it. I'm telling all my friends about it!"

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Ah, my Absorbine Jr.



BIPARTISANSHIP BEGAN during the election campaign of 1944, when Nominee Dewey sent Dulles, on crutches because of an infected foot, to confer with Hull. Says Dulles, "The Secretary seemed to me very stubborn. Perhaps I seemed that way to him."

DULLES CONTINUED

the end. When matters have gone so far that there is little opportunity to do other than acquiesce.

5) The opposition members of Congress should not seek to make political capital by attacking the results of true bipartisanship. If the leaders of the opposition party refuse at this critical time, as a matter of partisan advantage, to accept a bona fide offer to make foreign policies cooperatively, so that those policies can command unity at home and attract adherence abroad, then those who take that position ought to be repudiated at the polls.

A modern U.N.

IN a world where "cold" war is exterminating human liberty and where "hot" war might be waged with atomic bombs and hydrogen bombs, fatalism or complacency would be criminal. There is plenty to be done. But the basic divisions and distrusts in the world cannot be obliterated by fiat, or by doing away with the "veto," or by bringing into being toy contingents as a United Nations "police force."

The "civilized" part of mankind is in a grave plight. But we shall gain nothing if, in panic, we lose contact with realities and assume that, because there is great need of a quick, easy and sure way to avoid war, there must be such a way.

At the present stage we should try to evolve a world organization that will form moral judgments and reflect as adequately as possible the quantity, quality and intensity of power which will back these judgments. The United Nations should mirror more accurately, not less accurately, the reality of what is.

A growing weakness of the United Nations is its lack of universality. The ex-enemy states have grown in power since military defeat rendered them powerless. There are peace treaties with Italy, Hungary, Bulgaria, Romania and Finland. In Germany and Japan there are governments with growing power. Austria is reborn. There are new nations which are not members—the United States of Indonesia, Jordan and Ceylon, for example. Several nations that were neutrals in the last war are not members—for example, Eire, Portugal, Switzerland and Spain. We ought to be willing that all the nations should be members without attempting to appraise closely those which are "good" and those which are "bad." If the Communist government of China in fact proves its ability to govern China without serious domestic resistance, then it, too, should be admitted to the United Nations.

If the United Nations membership were made substantially universal, that might end a preponderant voting superiority of the United States and its friends which, while pleasant, is somewhat

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CONTINUED ON PAGE 128



"We've come a long way since then"

"I'm Harry Neesman. For the last ten years I've owned an attractive bar and restaurant at 1815 Farnam Street, Omaha. I've done pretty well because I've built my business on three things—good food, drinks, and service.

"Up above you see me holding a picture that tells quite a story . . . it proves that we've come a long way in our handling of alcoholic beverages.

"Last week I ran across some figures that made me take another good look at that picture, for the figures prove that when it comes to drinking, folks sure are growing up.

* * *

"Back in 1850 the average yearly consumption of distilled spirits was 2.2 gallons per person, but by the time 1917 rolled around the figure had dropped to 1.6 gallons.

"You'd think that Prohibition would have cut the average way down, but it didn't. Consumption went up instead to about 1.7 gallons a year. Nobody won *that* battle except the bootlegger!

"And when I think of the illegitimate speak-easies, the gang wars, and the deaths from poisonous alcohol, I wonder how this country

managed to put up with it for 14 years.

"As a business and a family man, with a child of my own, I'm thankful that's all behind us. And I hope we're all smart enough never to let the bootlegger take over again.

"Today, we've got a well-run, law-abiding, *legal* industry that's giving jobs to over a million people, and helping to make jobs for many more in over 400 different businesses. And don't forget—alcoholic beverages produce more taxes than any other single product. Today, you and I are getting good liquor, made in spotless distilleries under strict government supervision.

* * *

"Funny thing, though. With legal liquor so widely available you'd think that consumption would be way up. Instead, it's down to 1.2 gallons of distilled spirits per person per year . . . *less than ever before.*

"When you look at the figures, it's pretty clear that as a nation we Americans have sort of grown up.

"We've learned how to control the sale of alcoholic beverages and we've learned how to drink more intelligently and moderately.

"To me, the credit for all this has to be split two ways. It's due to good people in the legal liquor business . . . and good sense on the part of those who value their right to drink.

* * *

"We've come a long way since the so-called 'good old days'. Let's keep it that way."

Harry Neesman's message is sponsored by the producers and distributors of alcoholic beverages. As citizens and businessmen, we stand for the following aims in your community:

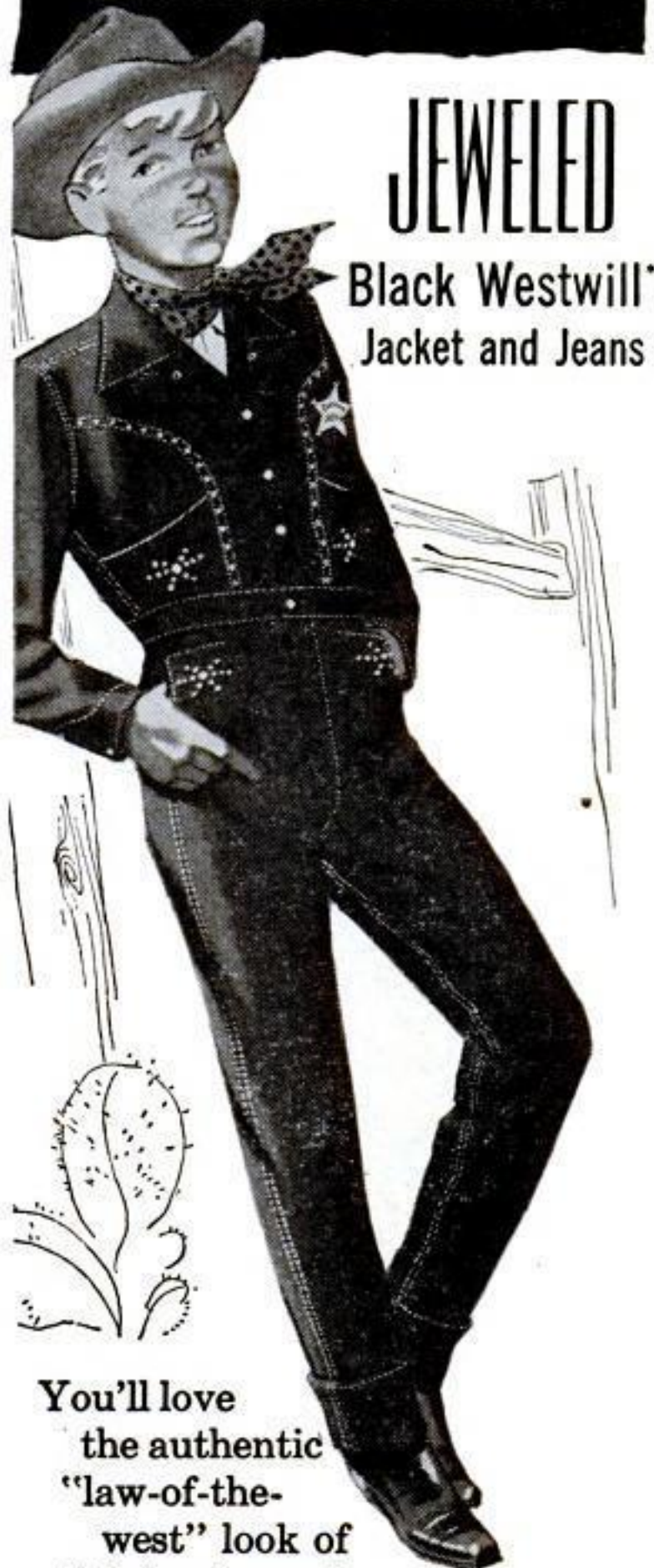
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- the licensing of only orderly places of business.
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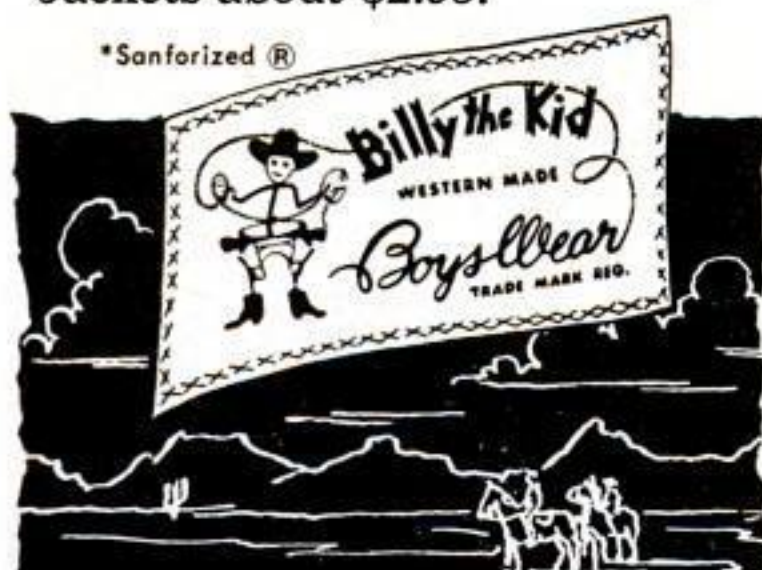
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Billy the Kid EL PASO, TEXAS

DULLES CONTINUED

fictitious. Communist governments today dominate more than 30% of the population of the world. We may not like that fact; indeed, we do not like it at all. But if we want to have a world organization, then it should be representative of the world as it is.

The normal way to make this change (as well as some necessary changes in voting and veto procedures) is to call a General Conference that would draw together the nations of the world in a new great conference comparable to that of San Francisco.

There is little to hope for, and much to fear from, a diplomatic conference between the leaders of a few of the great powers. It would almost surely produce either an appearance of agreement which would be dangerous and illusory, or else an appearance of disagreement which would be interpreted as marking the exhaustion of all possibilities short of war.

There is much to hope for, and little to fear from, another great world conference called primarily to modernize the United Nations in the light of its five years' experience, and to review broadly its basic objectives of peace, justice, human liberty and regulation of armament.

Unity in the West

WE have expended 90% or more of our postwar external aid to upbuild the West. Both the European Recovery Act and the North Atlantic Pact have had a single basic purpose; that is, to promote a unity that will itself promote strength. So far, unity of the West remains only an ideal. The European Recovery Plan has been, in essence, an oxygen tent put over the nations of Western Europe. It has kept them breathing, but it has not cured them.

The countries participating in the Marshall Plan have a total population of more than 200 million, and there is a high level of education and culture. That population is greater than the entire population of the Soviet Union or of the United States. These 200 million and more people have, in Europe and in their African colonial possessions, a natural wealth that cannot be matched either in the Soviet Union or in the United States.

Why should an area that possesses such tremendous resources, human and material, be a poorhouse where the people live in a state of weakness which is frightening to them and their friends and a source of delight to their foes?

There is only one reason. All the great qualities and assets possessed collectively must be discounted because they are not possessed unitedly. Disunity alone prevents Western Europe from being a great—perhaps the greatest—distinctive area of spiritual, intellectual, economic and military power. A divided Europe offers temptations that, it seems, ambitious despots do not resist.

The United States now has the opportunity to bring about peacefully what every Western leader, without regard to nation or party, recognizes ought to be done, but what will not be done unless there is friendly but firm outside pressure. We have the right to do it because, at Europe's request, we have made a tremendous investment in Western Europe.

It is pretended by Communist propaganda that we desire to make Western Europe into a United States colony. Actually, our goal is a Europe which, through unity, will gain so much strength that neither the United States nor the Soviet Union nor any other power whatsoever will ever be able to use Europe for purposes alien to the free development of Europe itself.

What we do, we do as a matter of enlightened self-interest; but it is a self-interest that coincides with the welfare and well-being of the peoples concerned as defined by their own leading statesmen.

Today we are helping to finance the reconstruction of Western Europe. We cannot avoid responsibility for the result.

Only a short time remains according to the international timetable. That timetable is determined by three factors. One is the running out of the period (1948-1952) of the European Recovery Plan. Another is the growth, in Europe, of planned national economies, and the third is the revival of Germany.

It is difficult to see how any degree of economic unity can be achieved in Europe unless it is done while there are still large sums freely available from the United States that can cushion the shocks which are inevitably part of such a major economic adjustment.

Socialization and "planning" demand insulation. The movement in that direction has not yet gone so far that it prohibits a beginning of unity. However, the trend is one which, as it goes on, makes it more and more difficult for governments to take part in a larger, freer society.

There is no good solution of the problem of Germany unless Germany, or at least as much of it as is free, is brought into the framework of the West as an integral part of the West. If there were a real

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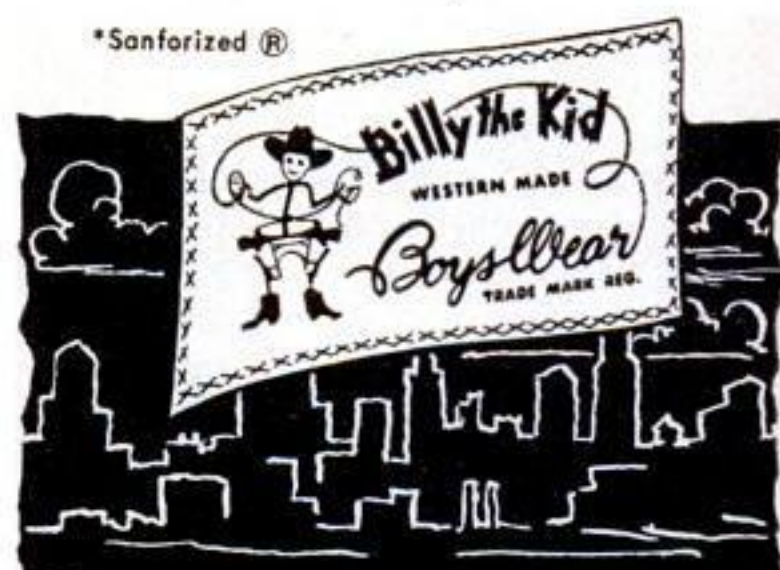


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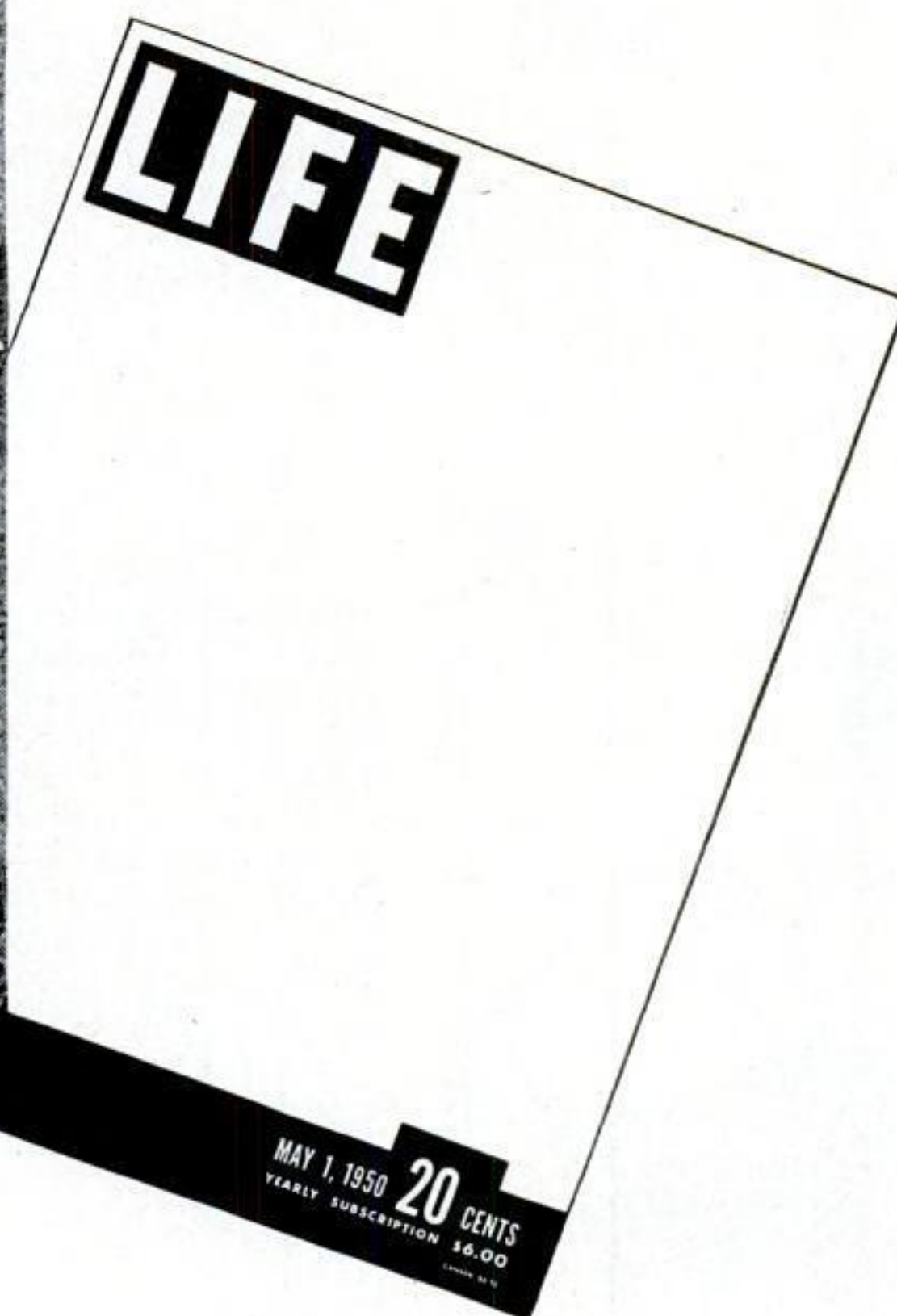
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CONTINUED ON PAGE 130



SHE LEADS THE PARADE OF PEOPLE

... you'll see in next Friday's **LIFE**

As the presses are made ready for next week's issue of **LIFE**, rising star Ruth Roman has won the weekly competition for **LIFE**'s cover space, edging out an impish cowboy, a young politician, a socialite, a premiere danseuse . . . and twelve other contenders.

But before next Friday's **LIFE** reaches its readers 132 other word and picture pages will have to be filled. What sights, what adventures, what wonders will they show?

Right now, **LIFE** photographers are scattered throughout the world, seeking, recording the happenings you will eyewitness in next week's **LIFE**, interpreting the significant events of the week.

By the banks of the Ganges our photographers focus on a riot of 1,000,000 Hindus gathering for a religious festival occurring once every 12 years . . . in the bleachers of Boston's Fenway Park they watch the crucial opening games between the Red Sox and the Yanks . . . in Pennsylvania they

are assaying the importance of a rift in Republican ranks . . . in Detroit they are illustrating part of an article on pensions which will explain what millions of Americans can expect in the way of income after retirement . . . in Italy they are exploring a method of harnessing volcanic steam.

During the week thousands of pictures will be screened by **LIFE**'s editors, and the best will be woven into stories that will inform and amuse, that will show people at their best and sometimes at their worst.

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DULLES CONTINUED

political unity of Western Europe for common defense, then Germans, individually, could be part of that defense. We cannot risk a German national army. We might risk having Germans individually part of a European army, along with French and Belgians, under non-German command and stationed anywhere in Western Europe, preferably not in Germany. It is possible to foresee, in this way, the creation of a military force in Western Europe strong enough to hold off a military invasion from Russia.

So far as German economy is concerned, there is imperative need for a large market. In Germany, the density of population is greater than ever before because of the presence of about 10 million people expelled by the Poles and Czechs. Germany is smaller than before the war because of loss of territory to surrounding states. If there is not to be a recurrence of the vast misery and unemployment which enabled Hitler to come to power in 1933 and make Germany into a war arsenal, then the Germans must manufacture large amounts of consumer goods and dispose of them. Either the West must find that possibility for the Germans or they will turn to Soviet Communism, which seems to offer it to them.

From the viewpoint of the other Western European nations, it may be that the North Atlantic Treaty should be tightened into a North Atlantic Union for common defense in order to give them sufficient courage to make Germany part of the more complete unity that Western Europe should have.

While from our standpoint it would be better if the European politicians acted of their own accord, we cannot at this grave juncture stand on ceremony. Our postwar effort in the West is not an effort to win a popularity contest. Popularity, even if we could buy it, is not worth \$20 billion. We are trying to do a constructive and creative task which needs to be done if Western civilization is to be saved.

The situation is ripe for great achievement.

Policies in Asia

IN Asia and in the Pacific there is no strong bulwark against the Soviet Communist offensive. In the past, the United States policy in the East rested on the foundation of friendly relations with China. With that in mind, President Roosevelt did much to build up the prestige and world influence of China—from the Cairo meeting in 1943 with Generalissimo Chiang Kai-shek and Mr. Churchill, to the arrangement that China should be one of the five permanent members of the United Nations Security Council, with veto power. Now China has become the spearhead of Soviet Communist policy in Asia and the Pacific. All that the United States did to enhance the prestige of China and to give it a leading position in the United Nations and in the world may now be turned against us.

Secretary Acheson has inherited a task of exceeding difficulty and delicacy. We have to proceed with wisdom and with care. But also we need to proceed, because during the four years that followed the collapse of our ill-conceived China policy of December, 1945, we have seemed to be without policy, purpose or resolution.

Any policies regarding Asia and the Pacific must be a logical development of the policy of peaceful evolution to national independence. They should reinforce, not undermine, the independence of the new nations. If the Communist parties in Western Europe feel that they can make political capital by charging the United States with intent to turn these countries into colonies, it is clear that we must be scrupulously careful in our relations with countries which, within the last five years, have in fact been colonial possessions of the West.

If we adhere loyally to this principle, then we shall be qualified to help establish a permanent Association of the Free Nations of Asia and the Pacific. It would not, at least in the beginning, be an essentially military alliance, as the North Atlantic Treaty turned out to be. An Association for Asia and the Pacific would best start as a consultative council of those who have a common concern for national independence and human freedom and want to do something about it.

Our particular opportunity and responsibility in this area is Japan. We can, if we will, help Japan to be an exhibit in Asia of what a free society can develop in spiritual and intellectual richness and material well-being. It is not an easy task, for in Japan there is dense population, a lack of fertile land and a need for industrial production and overseas markets. There is need for spiritual regeneration and political education. If we can help the Japanese to satisfy their needs, material and spiritual, that of itself will exert an influence throughout Asia and the Pacific. Japan, because of its geographical closeness to China, gives us this opportunity to an exceptional degree. Just as our position in Western Germany and West Berlin gives us an opportunity to demonstrate advantages

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A PAIR

CONTINUED ON PAGE 133

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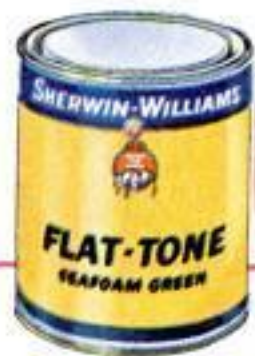
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"BROKEN MEN," Cardinal Mindszenty (left), Robert Vogeler (center) and Michael Shipkov, were turned into "self-confessed traitors" when their will was crushed. Just as surely, says Dulles, the collective will of the masses behind the Iron Curtain is slowly being broken by relentless Russian propaganda.

DULLES CONTINUED

of a free society that will attract the captive peoples in Central and Eastern Europe now under Communist domination, so our position in Japan can be used to exert a similar attraction.

Stalin, 25 years ago, saw and said that China and the colonial areas could serve as the "road to victory" over the West. Soviet Communism has been moving along that road, and the end, I fear, is not yet. What we have said about the need for bipartisanship in foreign policy applies with special force to Asia and the Pacific, where postwar bipartisanship has never yet been practiced, and where grave peril looms.

New methods

A BASIC weakness of the free societies is inability to maintain contact with the captive peoples in the Communist police-state system.

Dictatorships usually present a formidable exterior. They seem, on the outside, to be hard, glittering and irresistible. Within, they are full of rottenness. We saw that in Germany, and how, because of it, dictatorships can be shaken from within. Although the Nazis fought bitterly to the end, we know now that the war could have been won more quickly by appealing to the German people and offering them some hope if they threw the Nazi gangsters out. The private records and diaries of the Nazi leaders in Germany show that the situation was rotten to the core. But one of our embarrassments in World War II was, of course, the fact that it was awkward to hold out hope of freedoms which our ally, Soviet Russia, denied its own people and wished to deny to others.

There is, however, no reason now why we should not use the most effective peacetime method we can devise to carry hope and truth and the prospect of liberty to the peoples who are the prisoners of Soviet Communism.

Three years ago, when talking with a leading diplomat from a Communist country, I remarked that even an idiot could throw a monkey wrench into a complex mechanism. I said that Soviet Communism deserved no medal for demonstrating the ability to wreck the complicated machine that is our modern industrial world. The real test would come when, having destroyed that machine in various countries, Communism tried to construct a machine to take the place of what it had destroyed.

Today the Communist structure is overextended, overrigid and ill-founded. It could be shaken if its difficulties that are latent were activated.

"Activation" does not mean armed revolt. The people have no arms, and violent revolt would precipitate massacre. We do not want to do to the captive peoples what the Soviet Union did to the Polish patriots in Warsaw under General Bor.

There is, however, a duty to prevent whole peoples from being broken in mind and spirit, which is what Soviet Communism seeks. It is trying to break them, just as it breaks the individual defendants who figure in its purge and spy trials.

We can picture these haggard persons; for example, Cardinal Mindszenty and Robert A. Vogeler in Hungary; the Protestant pastors and Michael T. Shipkov in Bulgaria. We see what can happen to minds and spirits when individuals are cut off from all normal contacts, terrorized and exposed to the insistent repetition of falsehood. As Shipkov said, the purpose and the result is "to break you down completely and deprive you of any will power or private thought or self-esteem." That is what Soviet Communism is trying to do to the captive peoples, *en masse*.

CONTINUED ON NEXT PAGE

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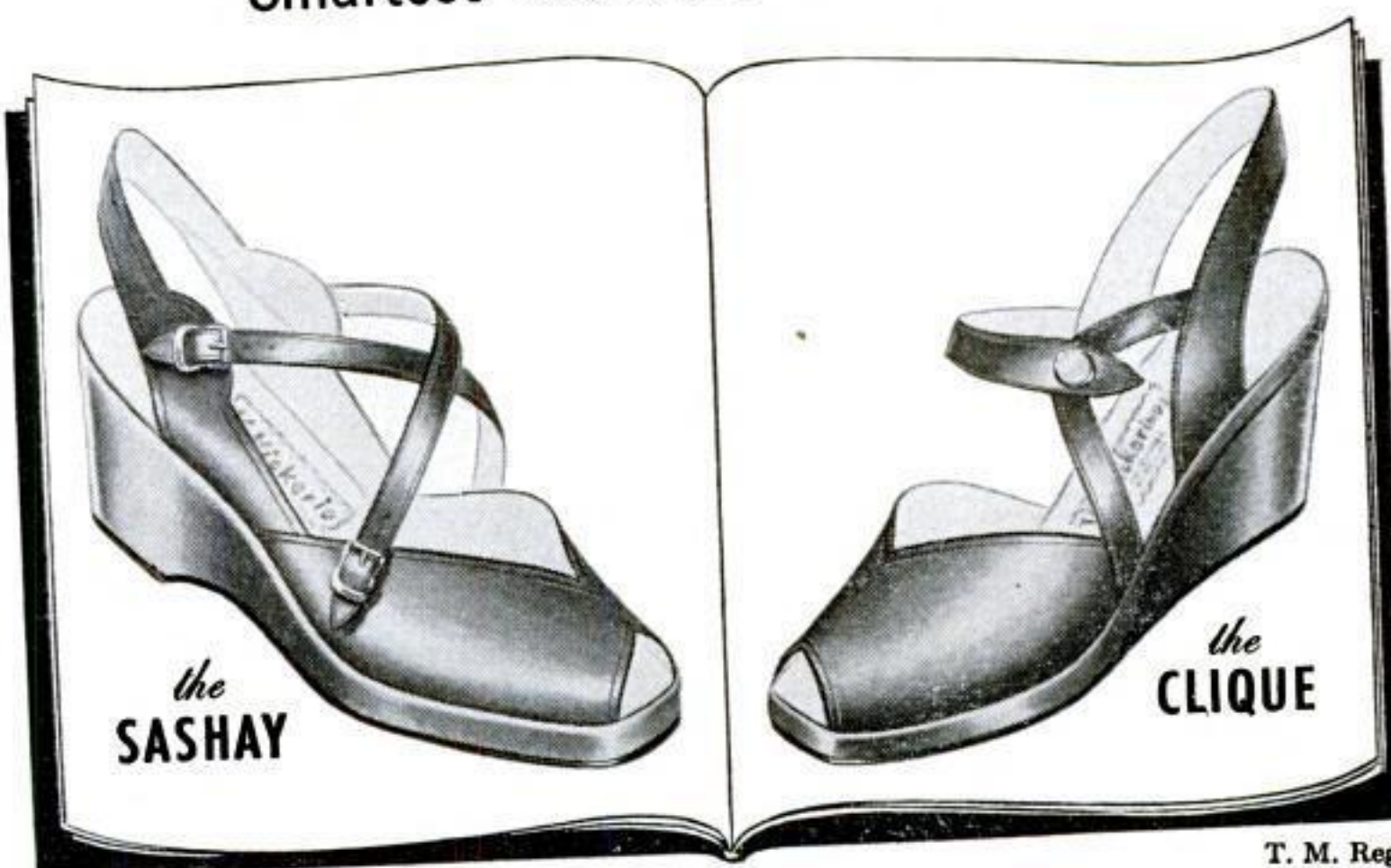
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DULLES CONTINUED

We live in dread of mass destruction. We should not be concerned only about the mass destruction of bodies. We should equally be concerned about the mass destructions of minds and spirits.

If the United States is to carry any ideas, any information, any message of good hope, to the subject peoples, it will be necessary to develop specific techniques—as specific and effective as those of Soviet Communism.

We are just beginning to wake up to the need. We have the Voice of America. It has, after a fumbling start, begun to have some influence behind the Iron Curtain—enough to demonstrate the enormous possibilities that exist in getting facts and ideas to people who will otherwise be beaten into a pliant mass by the incessant repetition of Communist propaganda. A new relay station near Salonika, Greece, opened in March 1950, will extend the possibilities of communication. That is a good development.

In many of our labor unions patriotic leaders have done a magnificent job in eradicating Communist elements. They have joined with trade unionists abroad to create the International Confederation of Free Trade Unions and have thus provided an alternative and a challenge to the Communist-dominated World Federation of Trade Unions (WFTU).

There is a private organization called the National Committee for Free Europe. It was formed in June 1949, with the "hearty endorsement" of the State Department, to give aid and asylum to leading political exiles from Central Europe. In order to help them maintain contact with their friends at home and keep the flame of freedom burning in the hearts of their compatriots, it is establishing its own broadcasting facilities, "Radio Free Europe."

This organization has been violently denounced by Communist press and radio. They call it "Project X" and attribute it to a plea which I made in a speech in May 1948. I hope that the organization will quickly become as formidable, though not as wicked, as Communist propaganda portrays it.

The planning of such activities ought to be centered in a high-ranking authority. The military have this in their Joint Chiefs of Staff. Our government's economic assistance program is under an administrator (Paul Hoffman) of Cabinet rank. It is just as important to give high authority and strategic direction to the efforts to frustrate the fraudulent propaganda by which Soviet Communism softens up its intended victim, and the terrorism and false propaganda by which it consolidates its hold.

Some may suggest that, if we took even a moral offensive in the "cold war," we should precipitate a shooting war. I believe, on the contrary, that peace depends upon the growing internal difficulties of Soviet Communism and its inability to consolidate its present and prospective areas of conquest.

In Moscow in 1947 I met all but two of the members of the Politburo at a dinner given by Marshal Stalin at the Kremlin. As I sat and looked upon their faces, I got an impression of tremendous controlled power. They showed the toughness of men who had lived dangerously, and who had survived because, so far, they had killed before being killed. They showed the fanaticism of men who sense that they have a new formula which identifies the general welfare of the world with their own despotic power. They showed a sense of unhurriedness which goes with belief that their task is not one of a year, not one of their own lifetime, but, as Stalin put it, one of "an entire historical era," and that "tactics of retreat" are as important as "tactics of advance."

All that is very formidable. But the despotism of Soviet Communism has great weaknesses, such as always go with despotisms. Two observable weaknesses are the underlying distrust and suspicion within the top leadership, and the lack of mobility which comes when there is little delegation of authority. These are major weaknesses; but they are weaknesses that are fatal only under pressure. If there is no pressure, purges can occur, organizational wounds can be healed at leisure, and the despotism can go on.

Under the pressure of faith and hope and peaceful works, the rigid, top-heavy and overextended structure of Communist rule could readily come into a state of collapse.

The spiritual need

ONE thing comes before applying the pressure of faith and confidence: their possession. No attack—military, political or moral—can be launched and fought with doubt and vacillation. Before others can fully believe in us, we must believe in ourselves.

Something has gone wrong with our nation, or we should not be in our present plight and mood. It is not like us to be on the defensive and to be fearful. That is new in our history.

The trouble is not material. We are establishing an all-time world

CONTINUED ON PAGE 136

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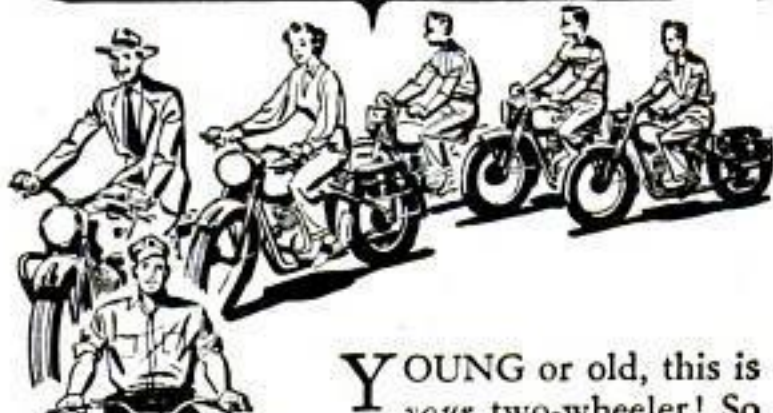
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DULLES CONTINUED

record in the production of material things. What we lack is a righteous and dynamic faith. Without it, all else avails us little. The lack cannot be compensated for by politicians, however able; or by diplomats, however astute; or by scientists, however inventive; or by bombs, however powerful.

Once a people comes to feel dependent on material things, unfortunate consequences are inevitable. At home, our institutions do not attract the spiritual loyalties needed for their defense. There is confusion in men's minds and a corrosion of their souls. That makes our nation vulnerable to such hostile penetration as is illustrated by the spy activities so far revealed. No FBI, however efficient, can protect us under those circumstances.

Abroad, our foreign policies can be implemented only by money and goods. These are limited; and because they are limited our policies are limited. Limited policies inevitably are defensive policies, and defensive policies inevitably are losing policies.

However rich we are, security cannot be bought at any money price. Five billions, or 50 billions, is not enough. Security and peace are not purchasable commodities. The Roman emperors in their declining days tried to buy peace, and the effort only whetted the appetites of those who sought to destroy them.

We can talk eloquently about liberty and freedom, and about human rights and fundamental freedoms, and about the dignity and worth of the human personality; but most of our vocabulary derives from a period when our own society was individualistic. Consequently, it has little meaning to those who live under conditions where individualism means premature death.

Also, we can talk eloquently about the material successes we have achieved, about the marvels of mass production and about the number of automobiles, radios and telephones owned by our people. That materialistic emphasis makes some feel that we are spiritually bankrupt. It makes others envious and more disposed to accept Communist glorification of "mass" effort to "develop the material life of society."

We are in a dilemma, and it is a grave dilemma.

Our greatest need is to regain confidence in our spiritual heritage. Religious belief in the moral nature and possibilities of man is, and must be, relevant to every kind of society, throughout the ages past and those to come. It is relevant to the complex conditions of modern society. We need to see that, if we are to combat successfully the methods and practices of a materialistic belief. There is no use having more and louder Voices of America unless we have something to say that is more persuasive than anything yet said.

There may come a time in the life of a people when their work of creation ends. That hour has not struck for us. We are still vital and capable of great endeavor. Our youth are spirited, not soft or fearful. Our religious heritage and our national tradition are not forgotten.

If our efforts are still inadequate, it is because we have not seen clearly the challenge and its nature. As that is more clearly revealed, we shall surely respond. And as we act under the guidance of a righteous faith, that faith will grow until it brings us into the worldwide fellowship of all men everywhere who are embarked on the great adventure of building peacefully a world of human liberty and justice.



ADVISING ACHESON, Dulles sat in conference at Paris council in 1949 with the Secretary of State and ECA Ambassador-at-Large W. Averell Harriman.

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Cleveland, The Halle Bros. Co.
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Cleveland, The May Co.
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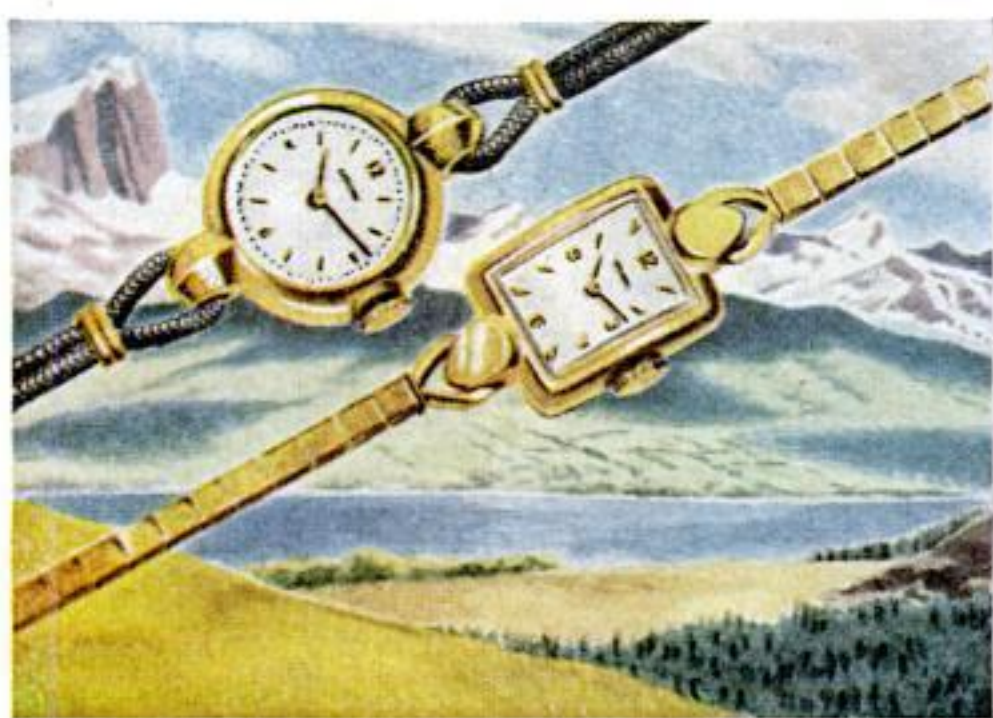
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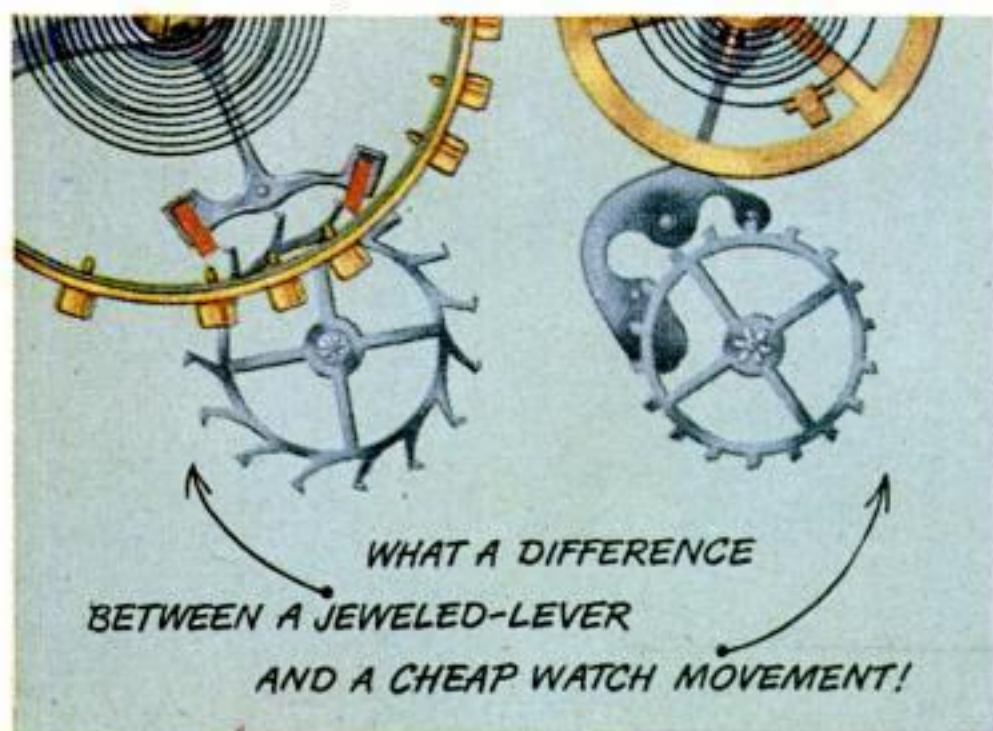


1. "What to give Mother?" is the question close at hand—for Mother's Day is May 14th. And, whether Mother is a homebody or a girl who likes to get around, whether she likes gifts that are fabulously feminine or pleasantly prac-

tical, there's *one* gift that's perfect for *all* mothers—a fine watch. If the watch you buy has a quality Swiss jeweled-lever movement, you'll be getting the utmost in beauty, accuracy, and value—a *treasure of lasting pride*.



2. The news in watchmaking has always come from Switzerland: self-winding, water- and shock-resistant watches for women as well as men, calendar watches, chronometers, chronographs and combinations of these. Above all—it's the movement that counts—be sure your new watch has a quality Swiss jeweled-lever movement.



3. Balance wheel of quality Swiss jeweled-lever movement (left) is precision-made of special alloy which automatically compensates for temperature changes; tiny timing screws at rim are adjustable to give maximum accuracy. Cheap balance wheel (right), stamped out of ordinary metal, is impossible to regulate properly.

What every family should know about the perfect gift for Mother



4. Pioneers of the modern Swiss timepiece supplied watches of imperial splendor to the crowned heads of Europe, and set the high standards of craftsmanship now within the reach of *everyone*. Rely on a jeweler in whom you have confidence—he'll show you the best jeweled-lever Swiss movements in your price range.



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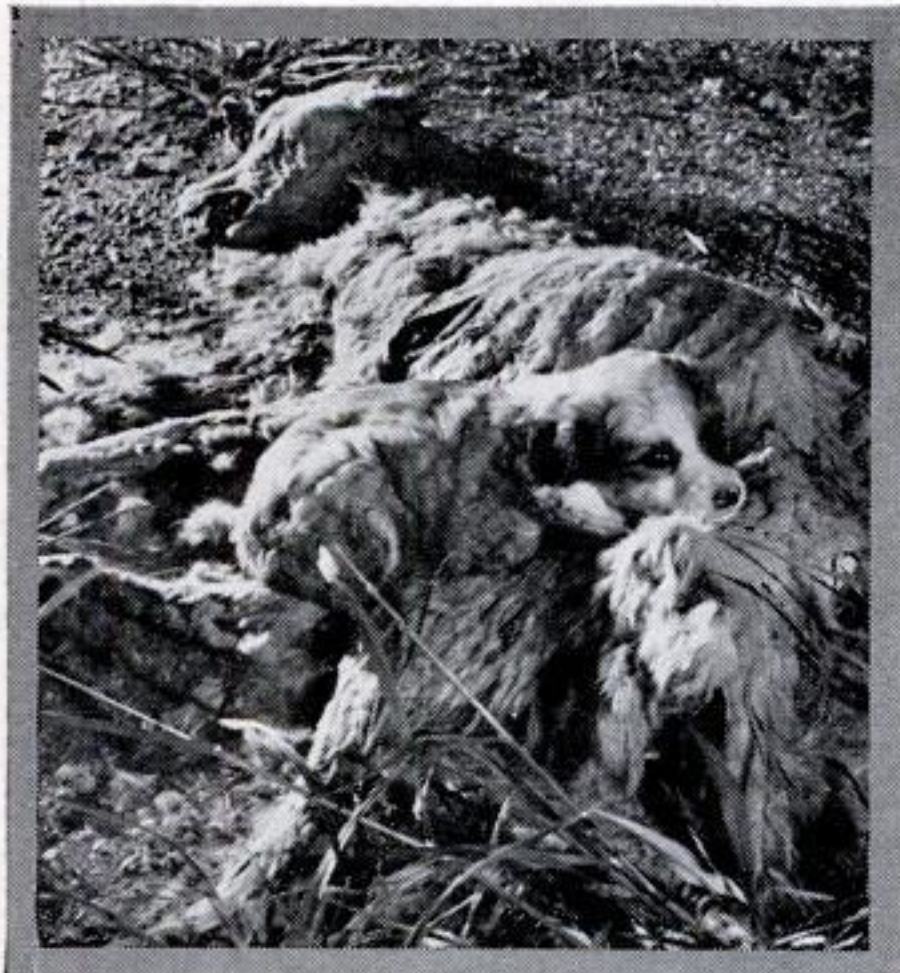
For the gifts you'll give with pride—let your jeweler be your guide

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PUPPY LUCKY was found beside decaying carcass of mother, a probable victim of hit-and-run driver.

Lucky Is One

LIFE's foundling pup grows into an urbane dog

On Easter Sunday last year, while driving across the plains of Texas, LIFE Photographer Leonard McCombe and Correspondent John Bryson spotted a puppy lying on the roadside. Sent to New York, the puppy became a famous foundling when LIFE published a story about her. Scores of readers sent her presents, wanted to give her a home. But the puppy, by now named Lucky, was adopted by LIFE Photographer Nina Leen. Readers have continued to ask about her and this week, as Lucky celebrated a first anniversary, LIFE shows how she has fared.

Since Lucky moved into Miss Leen's Manhattan apartment, her life has undergone many changes. From an undisciplined country dog who snapped at every stranger, she has grown into an urbane dog who knows exactly what to do in elevators and taxis. She can even follow Miss Leen right through Macy's during rush hour without becoming flustered. At the Canine University of New York, where she took a course in manners, she graduated at the head of her class (*below*). On the following pages LIFE shows some highlights of Lucky's first year.

AS HIGHEST-SCORING PUPPY IN CANINE SCHOOL, LUCKY WINS LOVING CUP, LEATHER LEASH AND DIPLOMA INSCRIBED IN "LATIN"





AS GUEST STAR on a Punch-and-Judy show given at a child's birthday party Lucky delights the audience by posing alongside puppet on the miniature stage.

She makes friends, acts, almost dies



ON FIRST AUTO RIDE Lucky perched herself on the front seat of Miss Leen's convertible and eagerly took everything in. Leash was tied to her mistress' hand

After acquiring Lucky, Miss Leen bought five books dealing with the behavior and upbringing of dogs. One book cautioned against taking puppies on the streets before they were five months old because of the danger of picking up disease germs. But Miss Leen couldn't resist the temptation and when Lucky was only about two months old she took her for a walk. "She was an immediate sensation," says Miss Leen loyally. "Everybody wanted to pet her. I think it was because she looked more like a real puppy than the French poodles, the Chihuahuas, and the other New York dogs."



REPRIMANDED for tearing tissue in the bathroom, Lucky looks up shamefully at scolding maid.



ON FIRST WALK through New York streets, she is given ice cream by vendor who takes shine to her.



AT BEACH Lucky chews on foot of a sunbather. On same outing she swallowed stones and got sick.



to keep her from jumping out. On highway, according to Miss Leen, Lucky proved to be quite an attention-getter. Children in passing cars pressed their noses to the

Lucky's early education concentrated on housebreaking her and stopping her from biting people. One of Miss Leen's books warned, "Do not punish your dog except with noises from a folded newspaper." But the folded newspaper didn't work and Miss Leen finally had to have Lucky housebroken at a kennel. She later cured the biting habit by letting Lucky chew to her heart's content on a huge shank bone.

Lucky's greatest crisis followed her first trip to the beach. She had a wonderful time digging in the sand, but on returning home she suddenly

windows and waved. Sedate-looking drivers barked and made faces at her. Out in the country, the sun and fresh air were too much for Lucky and she fell asleep.

became ill. Miss Leen rushed her to a dog hospital, where fluoroscopic examination revealed the puppy had swallowed several stones. Lucky was at death's door for almost a week, but the veterinarian pulled her through.

Miss Leen used to get up in the morning at 9 or 9:30, but now she rises at 7 to take Lucky walking and prepare her breakfast. When Miss Leen goes out of town, Lucky is usually left at a kennel. The next big event in Lucky's life will probably be motherhood. "I haven't resigned myself to it yet," says Miss Leen, "but I suppose it will have to come sooner or later."



AT HOSPITAL she is examined under fluoroscope which revealed dime-sized stones in her stomach.



AT RADIO STUDIO on a Leen story, dog meets Linda Darnell, Ezio Pinza and Madeleine Carroll.



AT COLLEGE Lucky (left) sits at rigid attention as part of final exam. Miss Leen stands beside her.



LIVING NO DOG'S LIFE, Lucky takes an afternoon snooze on couch in Miss Leen's apartment. In the evening she likes to watch television shows. She has eight

collars, 12 leashes, a red raincoat, dozens of toys like rubber bones and plastic rattles. At night she sleeps in bathroom on a red metal bed with foam rubber mattress.

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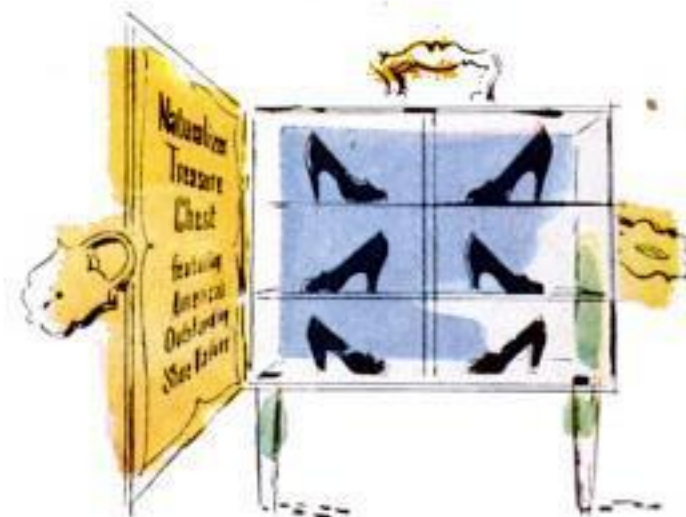
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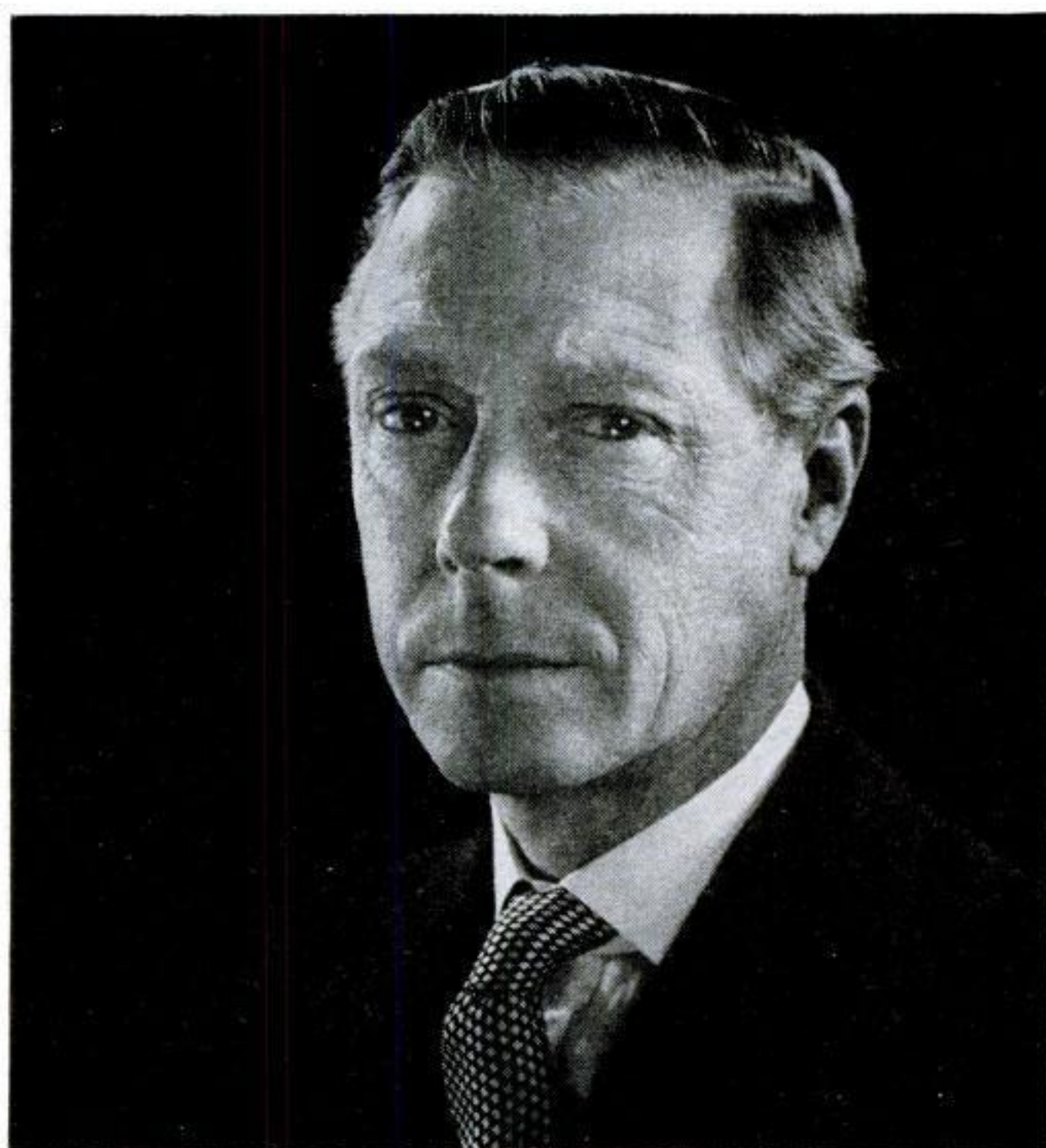


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A KING'S STORY



In its May 22 issue LIFE begins publication of the Memoirs of the Duke of Windsor. They will appear in four instalments. They will be heavily documented with personal photographs from the Duke's private albums—plus great portraits in color of British royalty. They will span the era from 1919 when the debonair young Prince of Wales sails for Canada and the U.S. on the first of his many long tours of "Empire Salesmanship" to 1936 when Edward VIII, wracked by a great spiritual struggle, abdicates and sails away to self-imposed exile.

The Editors of LIFE take particular pride in presenting these royal memoirs. Here is history at a high level, written clearly and movingly by the one man who knows the facts from beginning to end. Here, too, is romance—a famous love story in the context of a British constitutional crisis. But, more important, we think, than history or romance, here is a human story unique in the chronicles of royalty.

Against the background of York House, Fort Belvedere, Buckingham Palace, Balmoral, Sandringham and Windsor, as prince and king, the author traces not only his day-to-day progress through the intricacies of court life, but also his own inner growth and development as he grapples with the gravest personal problem ever to confront a sovereign. He writes his story with intimacy, but also with dignity. He stoops to no trivial gossip, no malice toward his adversaries, no padded platitudes. The simple honesty of his narrative goes far to explain his popularity as a world character.

The Duke of Windsor did not produce this autobiography just for gain or glory. He had a deeper, more important purpose behind the two laborious years he spent dredging his memory. He knew that he and he alone could give the definitive account of that shattering historical drama which reached a climax with his abdication on Dec. 11, 1936. Here, for LIFE, he has carefully set down, sometimes with pride, sometimes with pathos, but always with good grace, his acts and his feelings, his hopes and his fears, his conflict of duty and love—in short, his own story for all posterity.

—THE EDITORS



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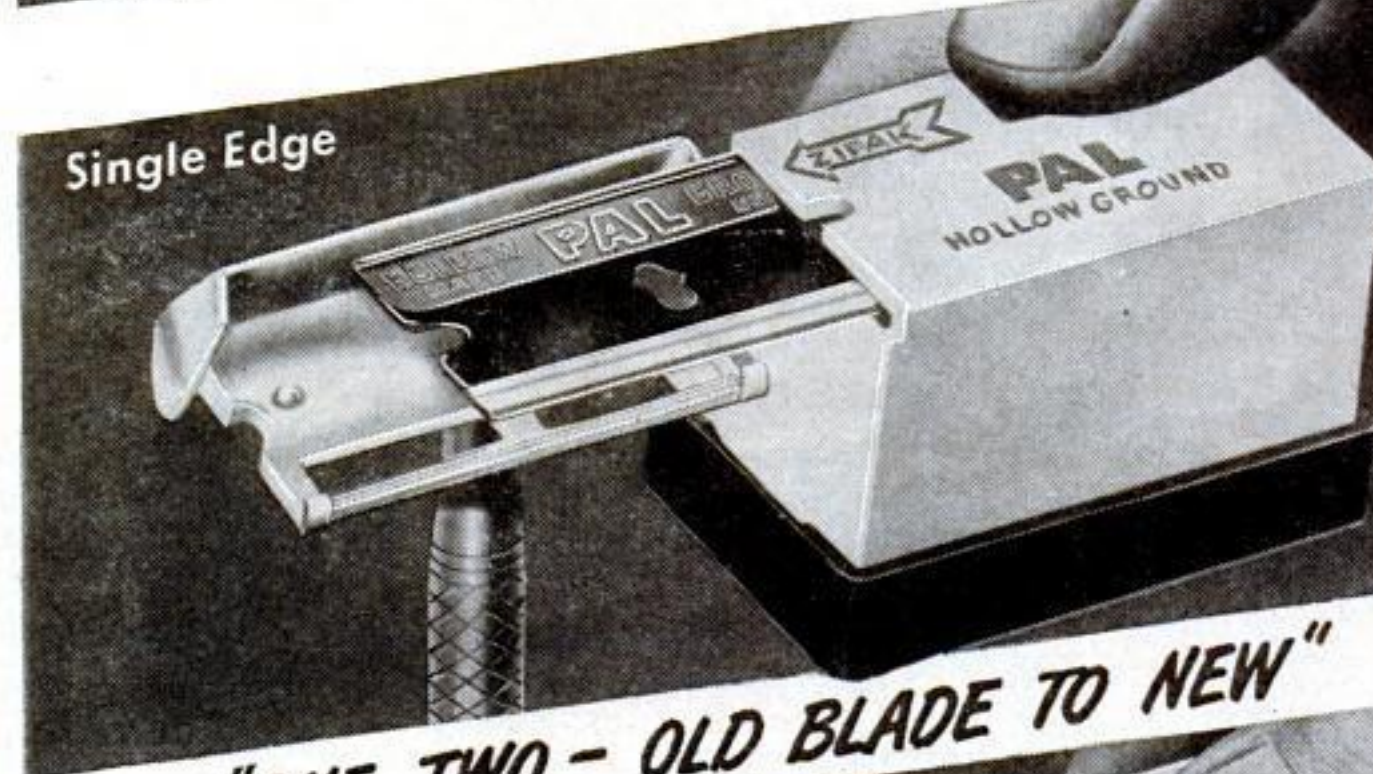
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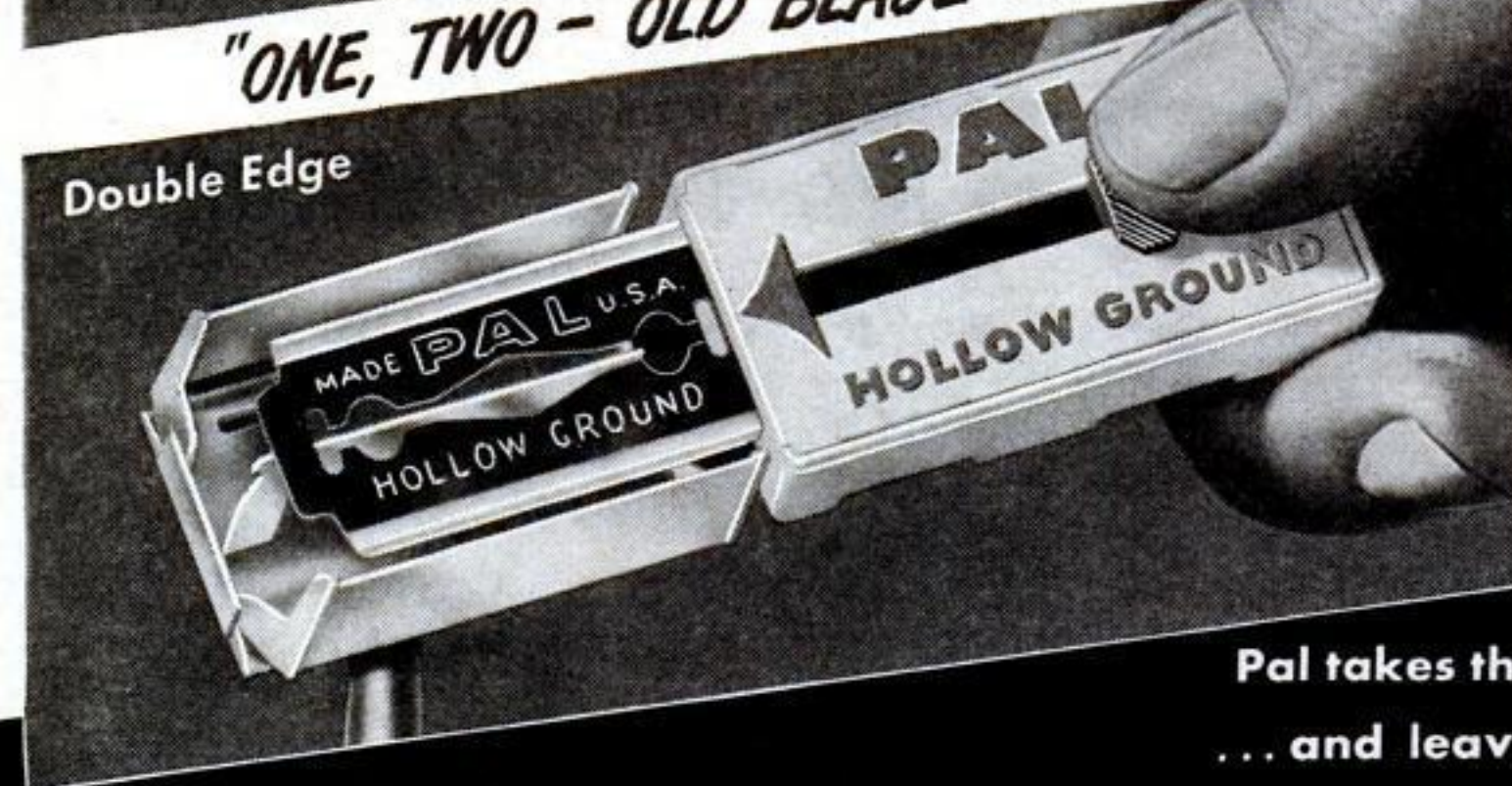
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GALLERY RUBBERNECKS watch flight of ball hit by Ben Hogan (*background*, on tee). Sentimental favorite of the crowd, Hogan shot even par for 72 holes and

came in fourth. Since making comeback after near-fatal auto accident, Hogan has done better than anybody expected, finished with leaders in most of his tournaments.



JIM FERRIER, trying hard to avert disaster in last round, manages to hit one down the middle on 15th. He has stiff, awkward swing, result of leg injury in football.

FERRIER'S FAILURE

Dark horse golfer goes to pieces and lets Demaret win the Masters

In Augusta, Ga., at the course Bobby Jones laid out, 65 big-name golfers went into action in the first of the three big U.S. tourneys—the Masters (other two: the U.S. Open and the P.G.A.). After 66 holes only one of them seemed to have any real chance of winning. Brawny, hawk-faced Jim Ferrier, a dark horse in the tourney, was eight strokes under par and three strokes ahead of his nearest rival. Then the Australian-born pro stepped up to the 13th tee.

Here, on a 480-yard dog-leg hole, Ferrier's drive curled off the fairway, came to rest in a creek. That watery mishap began the most spectacular collapse in Masters history. With bogeys on five of the last six holes, the best that the demoralized Australian could do was finish second with 285.

The winner was jaunty clotheshorse of bigtime golf, Jimmy Demaret, only man to win the Masters three times. His best hole: the 13th where, in four tries, he got two eagles and two birdies.



JIMMY DEMARET pitches out of the trap onto 7th green and gets a par. An early finisher, winner Demaret waited out news of Ferrier's collapse at the clubhouse.

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BOOT POLISH

for a looking glass shine

The results of a Gloss-Meter Test conducted by the American Standards Testing Bureau, Inc. show that Esquire Boot Polish gives a brighter shine than the four other leading brands tested.

Buy Esquire Polish today at your favorite shoe store, shoe repair shop, dept. store

PRODUCT OF KNOMARK MFG. CO., INC. BROOKLYN, N. Y. *REG. U.S. PAT. OFF.

Watch "BLIND DATE" on TELEVISION—featuring ARLENE FRANCIS



HART SCHAFFNER & MARX

You may have noticed elsewhere in this issue a Hart Schaffner & Marx advertisement showing a well-dressed young man attending a circus. By the fit of his clothes it is easy to tell that he knows how to buy a suit. The real secret

of good fit is to get the suit that is right for you in the beginning . . . the right size, the right shape, the right model.

Clothes that need extensive alterations will rarely, if ever, fit properly. You have the best opportunity of getting what your figure requires when you go to your Hart Schaffner & Marx dealer, because Hart Schaffner & Marx have a model for practically every figure.

In fact, we make 253 different combinations of sizes and shapes. Your Hart Schaffner & Marx dealer is interested in seeing that you get the model you need. He has chosen his stock with this end in mind. His interest in fitting all figures is as great as ours.

Ferrier's Failure CONTINUED



PLAYERS' BAGS lie near first tee. Fat with 14 clubs and paraphernalia, a bag weighs about 40 pounds. Here Lloyd Mangrum comes over to check his.



OLD MASTER Bobby Jones (standing, left) addresses crowd after making awards. Jones, his legs affected by spine ailment, has completely given up golf.



WATER HAZARDS plagued others beside Ferrier. Joe Kirkwood Jr. took off shoe for this shot. Another player plopped into water three times, quit.

CONTINUED ON NEXT PAGE

WHY WASTE TIME...

with
"temporary
polishes?"

Simoniz gives lasting beauty
and protection to the finish...
requires fewer applications!

You'll find Simonizing lasts months longer. So why waste time and effort on "here-today-gone-tomorrow" polishes? Millions of motorists know this Deluxe Beauty Treatment definitely protects and preserves the finish... keeps colors from fading... gives a dazzling sparkle that defies comparison! It's by far the easiest and best way to keep any car beautiful year after year. So always insist on this world-famous team — Simoniz and Simoniz Kleeners for your car!



MOTORISTS WISE
SIMONIZ®
GIVES CARS LASTING BEAUTY



Newer cars need only Simoniz to clean and beautify the finish... a single, simple operation. On older cars, first use Simoniz Kleener (Liquid or Paste) to clean the finish. Then Simoniz for lasting beauty.
THE SIMONIZ COMPANY, CHICAGO 16, ILL.

THE SOONER YOU SIMONIZ YOUR CAR THE BETTER!

NEW! NYLON paint brushes



When you ask for a paint brush, ask for a NYLON...



Smoothest painting



Easy to clean



Ideal for nearly all finishes



Durable bristles... won't break off

NYLON PAINT BRUSHES
*for smooth painting
...easy cleanup*

Nylon paint brushes are made by leading paint brush manufacturers. Sold in paint, hardware and wallpaper stores everywhere, in all popular sizes. Buy a nylon paint brush today!



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

Bowers GIANT PELI-CAN LIGHTER
NO FUELIN' (IT'S FILLED) IT LIGHTS FOREVER! (ALMOST)
At Cigar, Drug and Department Stores

98¢
OLD RELIABLE
BOWERS LIGHTER CO., KALAMAZOO, MICH.

VISIT YOUR HARDWARE STORE FOR YOUR EAGLE RULE

NATIONAL HARDWARE WEEK
SPECIAL ASSORTMENT
APRIL 28 TO MAY 6
69¢ to \$1.25

A RULE FOR EVERY PURSE AND EVERY MEMBER OF EVERY FAMILY

EAGLE RULE MFG. CORP. NEW YORK 59, N.Y.

DON'T JUST ASK FOR A RULE... ASK FOR AN EAGLE RULE

HAIR GETTING THIN? THEN GROOM IT WITH KREML

TO AVOID THAT GREASY LOOK - KEEP SCALP MORE HYGIENIC!

There's nothing better than Kreml to neatly groom thinning hair or sparse locks. Kreml doesn't look the least bit greasy, sticky or gooey. No dirt-catching film shows through on the scalp. Kreml always keeps hair and scalp looking and feeling so clean. AND SO VERY IMPORTANT—Kreml removes dandruff flakes (more noticeable with sparse hair); it lubricates a dry scalp, giving it a delightful tingle. Change to Kreml today.



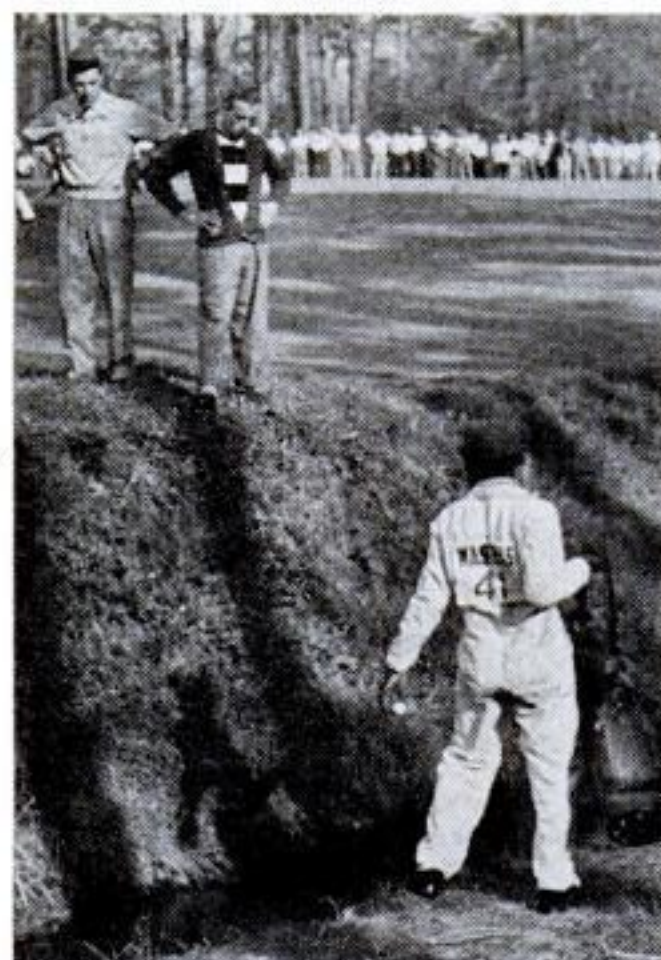
KREML Hair Tonic

Ferrier's Failure CONTINUED

WHERE HE RAN INTO TROUBLE



IN THE ROUGH on the 12th hole Ferrier gets a taste of trouble to come. A poor tee shot gave him this bad lie but he recovered, chipped onto the green.



IN THE CREEK on the 13th Ferrier's caddy fishes a hooked drive out of the water (left). Ferrier gave ball new lie (right) at cost of a penalty stroke.



IN THE SAND on the 17th Ferrier blasts to within six feet of the pin. He missed his putt, needed birdie on 18th hole to tie Demaret and did not make it.

New! Enchanting ideas for your table in

Garden Club GLASSWARE



Your best-loved garden flowers can now grace your table—all year 'round. A different, lovely flower inspires the design of each Garden Club piece—in a whole series of, NOT matching, but charmingly RELATED table glassware. "Lovely to live with"... and priced so you can use Garden Club in abundance.

But Garden Club IS new. True, hundreds of America's greatest stores are already proudly displaying it. But it is SO new, that your preferred store may not have it yet. If so, let us send you a folder picturing the full line, with names of nearby stores. Just say "Garden Club" on a postcard, to Pitman-Dreitzer & Co., Inc., 1107 Broadway, N.Y. 10, N.Y.



All one piece...
Can't slide apart!

DESSERTS—such as you never saw before. A lovely peony unfolds into a completely new kind of dish. One set of petals makes the bowl. Other petals become an attached plate.

Service for 8, \$2.00

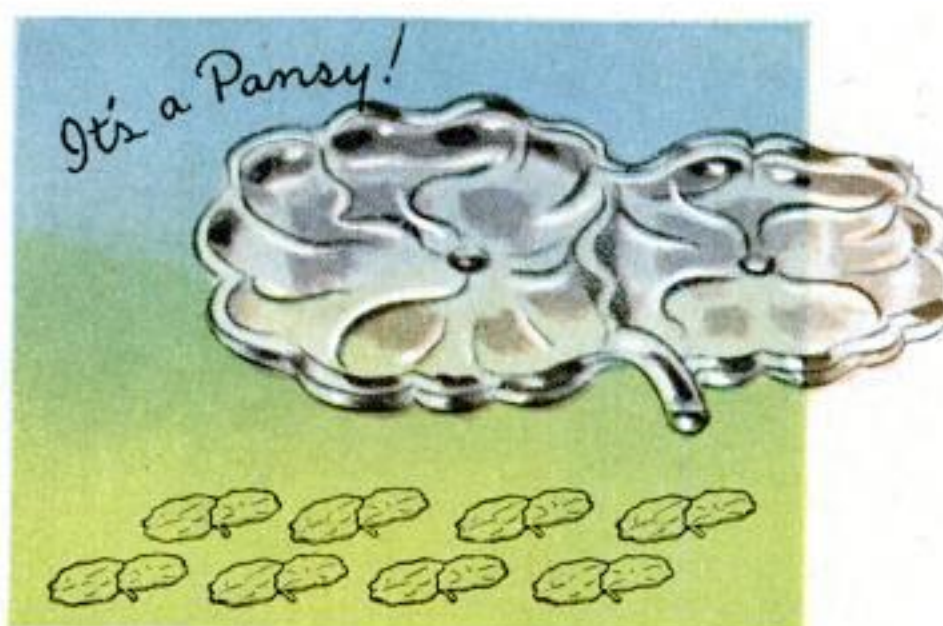
NOT for EACH dessert, but the complete set of 8, only \$2.00.



SNACKLER!

It's not a dish, not a plate, not a saucer... but a double COSMOS Snackler! One blossom holds your cup; the other your salad, sandwiches, cake or whatever. All in one piece—SNACKLER gives you a free hand!

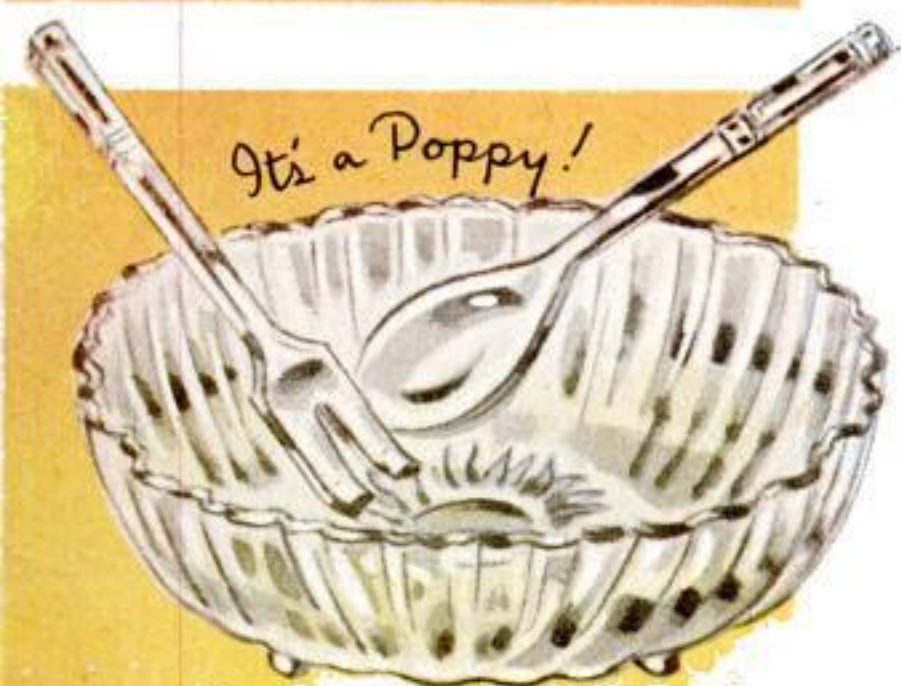
Service for 4, \$1.50
(4 SNACKLERS and 4 cups)



Smok-N-Sips!

Now you can "Smok-N-Sip" and NOT mix up your coaster and ash-tray. A double pansy design gives you a place for your cigarette, a place for your glass—all in one hand.

Service for 8, \$1.00
NOT \$1.00 a piece, but the complete 8-piece set, only \$1.00.



POPPY Salad Set!

A gorgeous oriental poppy becomes a generous 3-quart salad bowl, complete with crystal fork and spoon.

3-piece set, complete \$1.50



DAHLIA Salad Plates!

To complement your Poppy Bowl.

Service for 8, \$1.50
NOT for EACH Dahlia plate, but the complete set of 8, only \$1.50.

Prices, Denver and West
25¢ per set higher.

Lovely Luxury for Modest Budgets

SOFA AND CHAIR BY **KROEHLER**



Those who choose upholstered furniture for fine styling and luxurious comfort . . . yet with a practical eye . . . find continuing satisfaction in furniture by Kroehler. For example, the Sofa and Chair pictured here are tailored in long-wearing Mohair Bouclé—with the exclusive "Tree-of-Life" design. Note the deep-seated comfort so characteristic of KROEHLER Cushionized* Furniture. Wide range of styles and colors. Visit your Authorized Kroehler Dealer soon.

WORLD'S LARGEST FURNITURE MANUFACTURER

KROEHLER Furniture
(Say KRAY-LER)

Kroehler Mfg. Co., 666 N. Lake Shore Drive, Chicago 11, Illinois



GOVERNOR AND LADY and puppy enter palm-framed residence door.

Life Visits *Lady Molly Huggins*

GOVERNOR IN CHIEF'S WIFE CUTS BUSY SWATH IN JAMAICA

Nothing like Lady Molly Huggins ever happened before to Jamaica—or possibly to any other British colony. As the wife of Jamaica's Governor in Chief Sir John Huggins, she would traditionally be expected to limit her duties to the pouring of tea or the laying of cornerstones. Instead, 43-year-old Lady Huggins steams about the island engaging in good works with a zeal that recalls Eleanor Roosevelt's most active days. One afternoon she will turn up in a school to inspect lunch facilities. The next morning she will be scurrying away from Montego Bay to set up a soup kitchen in a nearby slum area. As founder and president of the 28,000-member Jamaica Federation of Women she visits village markets, climbs onto tables and harangues her audiences on the importance of learning how to take better care of their children and homes. Although Lady Huggins' activities during her husband's six-year term

could not be expected to effect any basic cure of Jamaica's deep-seated ills, she has dramatically called attention to the need for doing something about them.

Lady Huggins was born Molly Green in Singapore. She went to school in England, returned to Malaya where she married John Huggins, a civil servant who was knighted in 1943. That year, after serving in Trinidad and Washington, the Huggins' came to Jamaica. There, in addition to everything else, Lady Huggins presides over King's House, the official residence in Kingston, looks after her three daughters, shoots golf in the low 80s and plays such good tennis that in 1947, paired with a friend, she won the ladies' doubles championship of Jamaica. This summer Sir John may retire from government service, and Lady Huggins is looking for ways to keep busy. Right now she is thinking of standing as a Conservative for Parliament.



COUNTRY STUDENTS greet Lady Huggins with a palm-adorned poster.

Lady Huggins CONTINUED

SOCIAL WORK, SOCIAL LIFE ARE HER JOBS



RECENT STATE VISIT by British royalty found Sir John and Lady Huggins escorting Princess Alice and the Earl of Athlone (center) to the cathedral. The earl is the

present king's uncle, and the princess, his wife, who was installed as chancellor of the new University College of the West Indies, is a granddaughter of Queen Victoria.



GUESTS OF MILLIONAIRE Sir William Wiseman (right), the Huggins' enjoy relief from official duties in Kingston during beach party at Montego Bay's luxurious

Sunset Lodge. Lady Wiseman (second from left) is one of Lady Huggins' closest friends. All the guests are well-to-do members of the Montego Bay permanent winter colony.



ON A VISIT TO A SCHOOL IN SPANISH TOWN,



POLITICIAN W. A. Bustamante, fiery leader of Jamaica's majority party, greets her. He and Molly are island's best-known figures; though he frequently opposes the governor's policies, he gets along well with the First Lady.



WINTER NEIGHBOR Noel Coward strolls in her garden. "Molly," he advised, "find a steady occupation and stop just doing nothing all day."



VICE PRESIDENT of U.S. General Federation of Women's Clubs, Mrs. Hiram Houghton is honor guest at Jamaica Federation of Women.



CAPITAL OF JAMAICA UNDER SPANISH RULE, SHE GETS DELIGHTED RECEPTION, IS APPALLED TO FIND TEACHERS AVERAGE 70 PUPILS EACH



COLLEAGUE Lily Mae Burke, one of federation parish heads, asks Madame President's help in getting clothes for children in her area.



TENNIS PLAYER Lady Huggins plays on home courts. She and daughter Diana reached semifinals of a mother-daughter tournament.



THE HUGGINS FAMILY (left to right): daughter Diana, 20, whose wedding to Nassau lawyer was social event of Jamaica's spring season, daughter Ruth, 12, Sir John, Cherry, 16, now studying in New York, and Lady Huggins.

From snap to print in 60 seconds!



Take the picture:
It's easier than with most conventional cameras.



60 seconds later
lift out big (3 1/4 x 4 1/4), lasting print — ready to enjoy. No tanks... no liquids. Film and camera do it all.




WHAT A THRILL to see your pictures a minute after you snap them! It's double the fun to have your vacation prints as fast as you take them... to amuse your guests with their portraits *on the spot*... to make sure you have those *once-in-a-lifetime* shots then and there. See this amazing new kind of photography at your camera store. For folder write Polaroid Corp., Dept. L-1, Cambridge 39, Mass.

Ask for a **demonstration TODAY**

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Famous for *Sleep* to start your day *bright*

Your choice of OSTERMOOR Quality Mattresses...traditionally as fine as money can buy. Superlative in comfort, in structural excellence... and long wear. Therefore soundly economical.

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AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS



See your Local Dealer, or write "Ostermoor" Chicago 16, Ill., or Bridgeport, Conn.

Beautiful Eyebrows —
Wigder Tweezers make tweezing faster, more agreeable. Files...clips...tweezers. at drug & 10¢ stores



Wigder
NEWARK, NEW JERSEY

TAIL GALS SEND FOR **FREE SHOE BOOKLET**
BUY DIRECT! MAIL PENNY POSTAL TODAY FOR OUR NEW FREE 24 PAGE BOOKLET FE Stage, Screen Stars, Society buy Shoecraft Tall Gals 5th Ave. Shoes! Famous for Fashion and Fit in sizes to 12; AAAAA to C. Money back guaranteed if returned unworn in 10 days.



SHOE CRAFT 603 FIFTH AVE. • NEW YORK 17

Lady Huggins CONTINUED



DAY'S SUPPLY of clothes for morning, lunch, tennis, tea, cocktails, dinner are laid out by personal maid, who has been at King's House 26 years.

SHE DOES QUICK CHANGES

Acclaimed by her husband as one woman who actually can change clothes in five minutes flat, Lady Huggins is an efficiency expert in private life. Like Sir John, she has an office in King's House. Once a secretary herself (to a London doctor), she dictates as many as 40 letters a day. She has to worry over the needs of house guests, usually official visitors from England who expect to be put up at King's House, and has a regular morning conference with her housekeeper on menus, which are extensive since the local custom still calls for seven-course dinners.



AT SMALL DINNER for 10, she enters dining room with Lady Rothermere (right), wife of the publisher of *London Daily Mail*. This room is only part of original residence that survived 1907 earthquake. Table silver once belonged to West Indian regiment, china is English and linens are native-embroidered.

CONTINUED ON PAGE 158



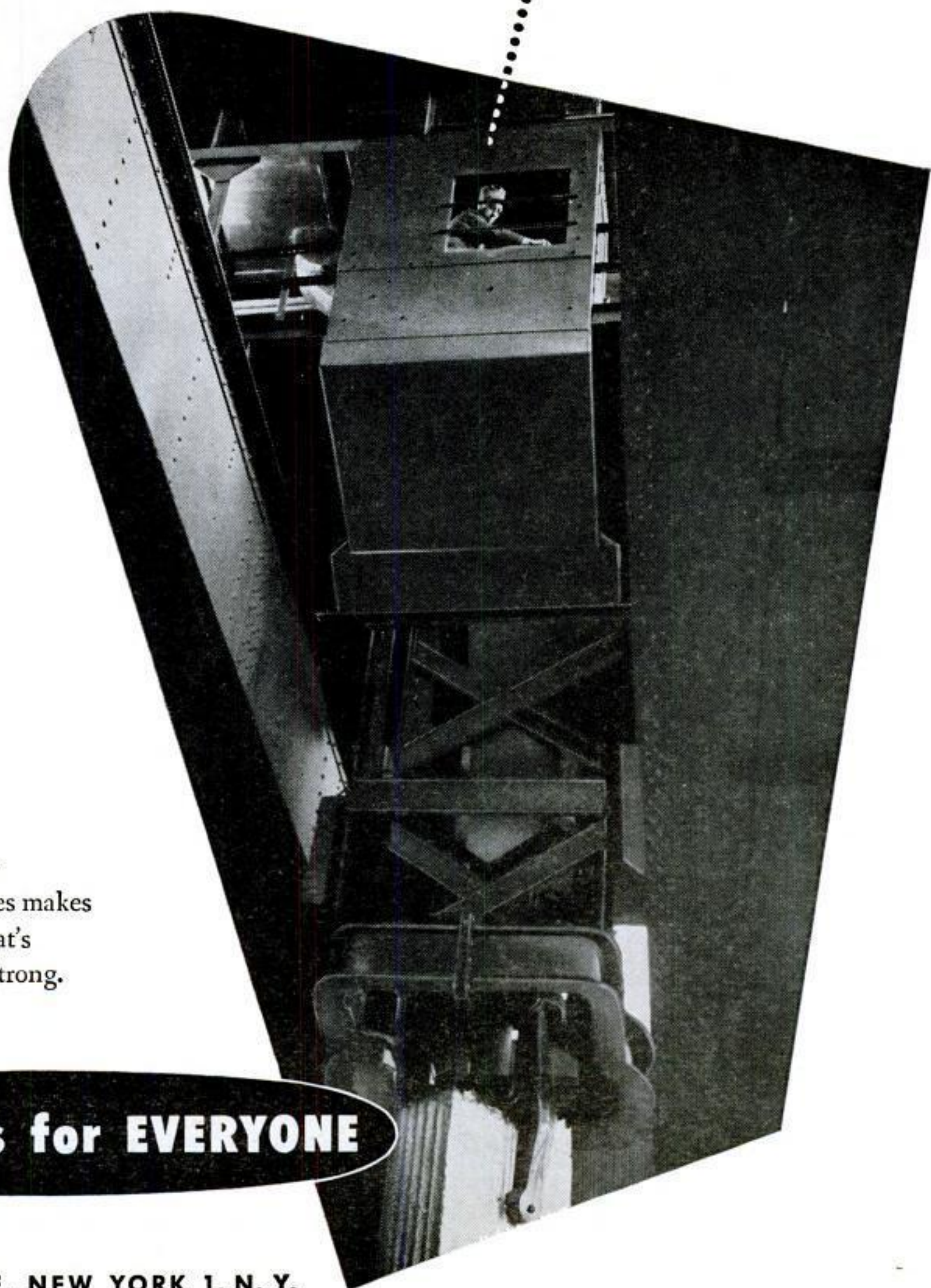
**"Believe me-
Steel is in my blood!"**

"... and I'd never think of working any place else," says Roy Kagle, pit crane operator in a large steel mill. He has worked there continuously since 1922.

Roy's crane lifts the steel ingots in and out of the soaking pit. While in there, the ingots are uniformly heated to assure strength and quality in the steel used in your automobile, refrigerator and hundreds of other products.

Today's modern methods in steel making provide Roy with a comfortable, insulated cab high above the pit.

Better and safer working conditions for skilled craftsmen, plus good pay, help provide you with consistently high quality steel. In addition, competition among America's more than 200 steel companies makes possible a mill price of less than 5 cents a pound. That's the way the steel industry helps keep America strong.



Steel works for EVERYONE

for non-slip
velvet tread
it's **NAP**

CLEAT
for miles more wear
it's **GRISTLE**

the **SOLE** is
where shoe
quality shows

look for

AVON
Du-Flex **SOLES**

TRADE MARK REG. not on all shoes . . . just the best ones

for cushioned silence
it's **CREPE**

for the
NEW CAT-CAY
tropical style

for sure-grip,
long wear,
it's **RUF-TRED**

Avon Du-Flex soles add quality and fashion distinction to fine shoes of many makes. They're all made of the exclusive Avon materials: Gristle, Nap, GumSar, Cork and Crepe. Look for them, they guarantee better shoe value . . . for the whole family!

AVON SOLE COMPANY
AVON, MASSACHUSETTS

FOR THIRTY-EIGHT YEARS SPECIALISTS IN QUALITY SOLE MATERIALS



TOASTING THE BRIDES, Lady Huggins greets 13 couples after wedding at Kingston City Mission. Four ministers officiated, one reading ceremony

SHE AIDS MASS MARRIAGE

One of the things that shocked Lady Huggins most in Jamaica was its illegitimacy rate—more than 68 out of every 100 children are born out of wedlock. The indifferent attitude toward matrimony is caused mostly by poverty and lack of education. But Lady Huggins found another reason: no self-respecting Jamaican woman wants to get married without a wedding ring, something few Jamaican men can afford. With characteristic common sense she attacked the problem at this point, got 3,000 rings to distribute through the Women's Federation's Mass Wedding Committee. An unmarried woman, she emphasized, has no property rights in her mate's estate and her children have no right to his support unless he acknowledges them. These arguments, along with the promise of a wedding ring, an impressive celebration like the one pictured here and her ladyship's presence at the ceremony, have brought almost 2,000 couples to the altar, often attended by their children.



LADY BISHOP of Kingston Mission, a native evangelical church, registers brides, fills out marriage certificates which are usually signed with thumbprint.



for all couples, others taking individual vows and pronouncing couples man and wife. Federation sees that cakes, wine, wedding dresses and rings are supplied.



WEDDING PROCESSION lines up. With each bride is a member of federation appointed to serve as matron of honor, see that groom does not back out.

CONTINUED ON NEXT PAGE

CORONET

brandy.



America's
largest-selling brandy...
makes the lighter highball

makes your
favorite cocktail!

BRANDY DISTILLERS CORP., N. Y. 1, N. Y. CALIFORNIA GRAPE BRANDY 84 PROOF.

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Write for Coronet's free recipe booklet, "29 ways to use Coronet V.S.Q."



...BECAUSE ONLY REIS SCANDALS
GIVE YOU ALL THESE FINER FEATURES"



LOOK BETTER — FEEL BETTER

• Reiss Scandals briefs and semi-leg styles are cut to fit body contours. You'll like the mild athletic support that gives breakfast-to-bedtime vigor. For matching comfort get the Reiss "Sta-Put" Shirt — absorbs perspiration — cut to follow the leg-line of Reiss Scandals. Ask for Reiss at finer stores everywhere.

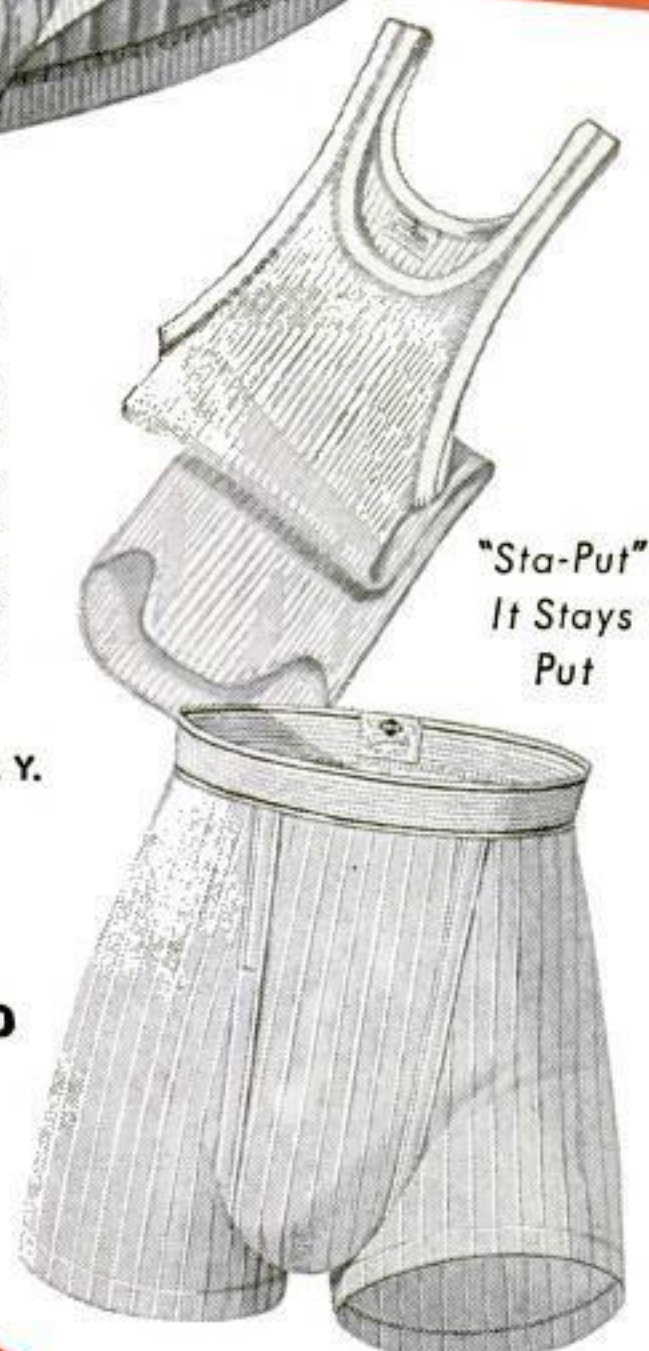
Robert Reiss & Co., 2 Park Avenue, New York 16, N. Y.
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Manufactured and Distributed in Canada by
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REIS SCANDALS BRIEFS. . 85¢ • 1.00 • 2.00

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REIS SCANDALS SEMI-LEG 1.25



"Sta-Put"
It Stays
Put



CHANGE TO

SINCE

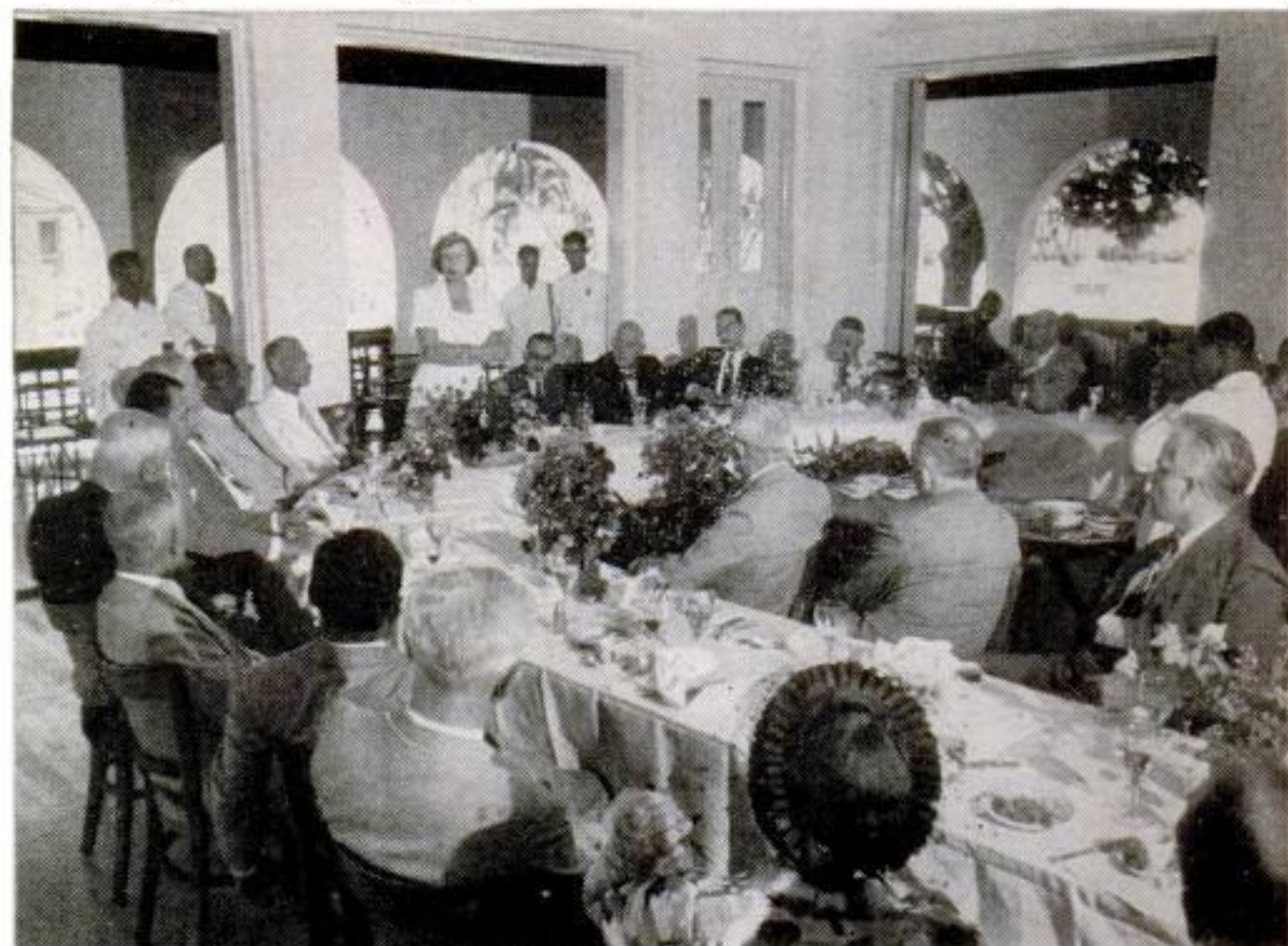
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UNDERWEAR • SPORTSWEAR • PAJAMAS

Lady Huggins CONTINUED



ARDENT ADMIRERS from Tourist Trade Development Board gather to give Lady Huggins lunch and thanks for aid to island's chief dollar industry.

SHE HELPS TOURIST TRADE

The enthusiasm Lady Huggins has aroused among the womenfolk is matched by the enthusiasm Jamaica's businessmen have for her. Dollar-poor Jamaica now makes as much on tourists from the U.S. and Canada as it does from its exports of sugar and rum to those countries. The island's economists appreciate the advertising Lady Huggins gets for Jamaica in the U.S. and estimate that by the end of next season she will have brought in \$500,000 worth of tourist business to the island.



HONORED GUEST describes her last year's U.S. tour. She lectured from New York to Los Angeles on Caribbean race relations and Jamaica's charms.



"Solid" Gibraltar

**LOOKED
HOLLOW TO ME!**

1 "I had to talk fast for permission to enter the forbidden natural caverns of the Rock of Gibraltar... and soon wished I hadn't," writes Roy Dawson, a friend of Canadian Club. "Our light failed in mammoth St. Michael's Cave that takes 45 minutes to traverse *with* lights. Afraid to move in the big black silence, I thought of the two English soldiers who had disappeared in these caves and were never heard of again. My guide worked frantically to repair the light..."



2 "It seemed like hours before we were outside. Later, as we looked up at 'the Gib,' jutting 1400 feet out of the sea, I realized I'd never again think of that mighty rock as 'solid.' And then I got another surprise..."



3 "The apes of Gibraltar are as unexpected as the great caves. Their origin is obscure. But according to legend, England will continue her age-old rule of Gibraltar only so long as the apes remain. They seemed friendly enough...until one nipped my finger. That was enough exploring for me!"

5 "'Nobody...not even the British garrison...knows all the caves inside Gibraltar,' explained the guide, 'but the whole world knows our rock as a symbol of strength.' 'Just as the whole world seems to know Canadian Club as a synonym for great whisky,' I added. 'Whenever I ask for the best in the house...anywhere in the world

...I usually can count on its being Canadian Club!' " Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening long...in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.



4 "'Don't take it personally,' my guide said later as we ordered highballs. 'Gibraltar is really quite hospitable.' I quickly agreed when the waiter brought Canadian Club!"

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



"Chesterfields are so Mild
they leave a clean, fresh taste
in my mouth."

Kirk Douglas

Starring in

"YOUNG MAN WITH A HORN"

A Warner Bros. Production

...and Jesse L. Tripp
PROMINENT TOBACCO FARMER

says - "Chesterfield always
buys the ripest and best to-
bacco I sell. They have what I
like in a cigarette.

They taste better and smoke
cooler."

Jesse L. Tripp
AYDEN, N. C.



A *Always* **B** *Buy* **C** **CHESTERFIELD**

... the Best cigarette for YOU to Smoke